



## Al-Nita MOUEN

Executive Commercial Banker

Al-Nita MOUEN, a proactive and solution-oriented professional with almost 2 decades of experience in the banking sector in Cameroon. She has served as Director of Retail customer & Network, Finance & Operations manager, Director of Human Capital, administration & Communication and Director of retail banking for BGFIBank, EDANE & Société Générale Cameroun

### CONTACT



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Douala, Cameroon

### EDUCATION

#### ESGF - Ecole Supérieure de Gestion et Finance - Paris

2007

MBA in Wealth Management,  
Option Banking Insurance

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2007

Masters Degree in Corporate  
Finance

### CERTIFICATIONS

- CERTIFIED DIGITAL FINANCE  
PRACTITIONER 2021 The Fletcher  
School – Tufts University,  
Massachusetts

### PROFESSIONAL EXPERIENCE

#### Citrine Financial Group Holdings (CFG-Holding Plc) |

Group Secretary General *Jan 2024 – Present*

##### *Key responsibilities:*

- Developed and executed complex strategies in collaboration with stakeholders, fund managers, and financial partners to

#### Banque Atlantique, Cameroon | Director of Retail Customer & Network

*Dec 2021 – Present*

##### *Key responsibilities:*

- Develop, implement, and monitor the bank's commercial strategy towards retail clients, professionals, and SMEs.
- Gather the needs for the creation or adaptation of products and services from existing and prospective clients.

#### BGFIBank Cameroon | Director of HR, Administration and Communication

*2018-2019*

- Ensuring the smooth running of the company by steering and coordinating general administration activities (human resources, purchasing, logistics, security, marketing and communication);
- Define and ensure the implementation of a corporate project, by implementing a recruitment, remuneration, training and internal communication policy;

#### BGFIBank Cameroo | Director of Large Local Enterprises and MicroFinances

*2015-2018*

- Design, implement and manage the company's marketing and communication strategy for the large local business market.
- Develop, monitor and implement a commercial strategy to develop the bank's NBI in the Large Local Companies and Microfinance segment (Large Local Companies with turnover in excess of 5 billion CFA francs);



## ACHIEVEMENTS

### Strategic Achievements

2010-2024

Development of Commercial Strategies: Development and implementation of effective commercial strategies, increasing the bank's market share and improving profitability.

Opening of the BGFIBank Cameroun banking subsidiary, with a network of 7 branches in 1 year.

Development of the Banque Atlantique Cameroun branch network from 18 to 23 branches in 1 year.

BGFIBank moved up from 15th to 6th place in 3 years.

Banque Atlantique moved up from 10th to 3rd place in 2 years.

### Leadership and Management

2010-2024

Developing the corporate culture and establishing a healthy social dialogue and climate:

Improvement of the social climate with the implementation of a company agreement at BGFIBank.

Process improvement:

Implementation of new methods and tools at BGFIBank to improve the efficiency of operations. By being the 1st bank in Central Africa to be certified ISO 9001 Version 2015 in 2017.

### BGFIBank | Director, Retail Banking

2010-2015

#### Key responsibilities:

- Launch of BGFIBank in Cameroon;
- Market research, with market studies and competitive intelligence;

### Société Générale Cameroun | Head of the Private Clients (VIP) Agency and Premium Private Client Segment 2010

#### Key responsibilities:

Oversee the High Net Worth individual customer segment and develop a portfolio of wealth management customers, corporate executive customers (CEOs, CFOs, etc.) and decision-maker customers (ministers, secretaries-general of various ministries, the French presidency) in the banking network.

### Société Générale Cameroun | Head of training Center for Africa 2008 - 2010

#### Key responsibilities:

- Organizing and leading training initiatives;
- Analyzing the bank's business in order to design an appropriate training plan; Designing and managing the regional training plan using internal and external resources;

## Realizations

- The launch of AFG Mobile, Banque Atlantique's visa cards.
- Launch of the LINK platform for microfinances, enabling them to clear their accounts on the same basis as banks, making BGFIBank the leading bank in terms of microfinance resources in Cameroon, with more than 50 billion on average per year.
- Launch of New Products: Design and launch of innovative banking products, tailored to customer needs, which has attracted new market segments.
- With the creation of the BGFIBank private bank, with dedicated branches. We bring in more than 20 billion in additional resources for wealthy customers each year.

