



## PRESS RELEASE



*Credit Daisy Reillet*

### **APPOINTMENT OF NAFISSATOU DIA AS HEAD OF COMMUNICATION AND SOCIETAL RESPONSIBILITY OF THE CFAO GROUP**

**Sèvres, December 9, 2019** - The CFAO Group announces the appointment, effective December 2, 2019, of Mrs. Nafissatou DIA, 46 years old, to the position of Head of Communication and Corporate Social Responsibility (CSR).

Nafissatou DIA has held the position of Director of Communication and Sponsorship for the Africa and Middle East Division of the Orange group (21 countries), based in Paris. Before joining Orange, Nafissatou DIA began her professional experience with a mission of international cooperation and public relations manager for a United Nations organization in Dakar for 3 years from 1997 to 1999. She then took commercial and marketing responsibilities for an IT service company in Dakar, then she joined Sonatel in 2000 (a subsidiary of Orange in Senegal). In 2009, she was appointed director of institutional communication, public relations and press, and CSR, a board member of the Sonatel Foundation.

Nafissatou DIA is Senegalese born, studied foreign languages applied to international trade, marketing and communication in Bordeaux between 1991 and 1995, then a master of supply chain management at KEDGE Bordeaux in 1996, and subsequently a master's degree in telecommunications management in Dakar in 2005. Ms. Nafissatou DIA is directly attached to Mrs. Cécile DESREZ, Director of Human Resources, Communication and CSR of the CFAO Group.

**About CFAO:**

CFAO is a key player in specialized distribution in Africa and in French overseas territories, and a partner of choice for major international brands. The Group is a market leader in automotive and pharmaceutical distribution, and continues to grow in consumer goods, new technology and energy solutions. CFAO has a direct presence in 36 African countries and provides a gateway to 49 of the 54 countries that make up the African continent. The Group is also active in seven French overseas territories and in Asia. CFAO employs more than 15,000 people. On 31 March 2019, CFAO had consolidated revenue of €4.4 billion.

CFAO is a subsidiary of the TTC Group (Japan).

Find out more the CFAO Group at [www.cfaogroup.com](http://www.cfaogroup.com)

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