

## Guillaume Prache

Guillaume Prache is the President of FAIDER, the main organisation representing savers and individual investors in France. He is the Founder and Senior Advisor of BETTER FINANCE, the European Federation of Investors and Financial Services Users. He has been its managing director until June 2023 and is also one of the experts representing financial services users at the European Commission (lately as member of the High Level Forum on the CMU), at ESMA (Securities & Markets Stakeholder Group), at EIOPA (Insurance and Reinsurance Stakeholder Group), and at the French financial regulator AMF. He has been the first chair of the ESMA Stakeholder Group, and former vice chair of the European Commission's FSUG (Financial Services User Group) and member of the EIOPA Pensions and EBA Banking Stakeholder Groups. He is also leading the largest individual investor organisation of France (FAIDER) since 2017.



He started as a magistrate at the French Court of Auditors and has an extended and international experience in financial matters, most recently as Chief Financial Officer of Rhône-Poulenc Rorer, Inc., a “Fortune 500” publicly-listed pharmaceutical company (today Sanofi) from 1997 to 2000, and then as Managing Director of the European affiliate of the Vanguard Group, Inc., a global leader in asset management, from 2000 to 2006.

He has taught asset management for the CIWM (Certified International Wealth Manager) program and wrote two books (*Politique économique contemporaine* in 1989, *Les Scandales de l'épargne retraite* in 2008) and various articles on economics and finance.

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