Qonto appoints Natalia Williams as CPO
to drive innovation and product-led growth

Paris, 8th October, 2024 - Qonto, the leading European business finance solution for SMEs and freelancers, today announces the appointment of its new Chief Product Officer, Natalia Williams.

Williams joins Qonto to lead the company's Product department, overseeing product strategy, development, and innovation. She brings a wealth of experience in leading product and technology teams at high-growth companies, including MailChimp, Hootsuite and Bloomingdale's, with a particular focus on developing solutions for small businesses. This appointment reflects Qonto's commitment to enhancing its product offerings for SMEs and freelancers across Europe, as the company has just expanded into four new markets and is accelerating its growth in the European SMB sector.

"Joining Qonto as CPO is an incredibly exciting opportunity to drive innovation that can truly impact the lives of small business owners across Europe," **says Williams**.*"Being part of a company like Qonto, which operates across multiple European markets and embraces a collaborative, multinational approach, aligns perfectly with my belief that the best products come from diverse teams working together toward a shared vision. I believe that customer obsession is key, and I look forward to enhancing Qonto's already impressive customer experience to new heights, maintaining excellence in customer satisfaction ratings within the digital finance services industry. My focus will be on optimising product-market fit and expanding Qonto's value proposition to build products that not only support growth but also sustain long-term customer engagement and retention."*

As CPO, Williams' role encompasses managing the product lifecycle, from ideation to launch, ensuring that Qonto's offerings meet customer needs and drive business growth. Williams is committed to developing products that meet and anticipate customer needs through fostering a culture of experimentation and creativity. She will work closely with Aymeric Augustin, Qonto's Chief Technology Officer (CTO) who leads the technology and engineering teams to align product vision with technical capabilities, fostering a seamless integration between product design and technological implementation. This collaboration will ensure that product development continues to meet the high quality standard, and scales efficiently as Qonto's ambitions grow.

Williams joins Qonto at a crucial juncture in its expansion. Following its recent launch into 4 new European markets (Austria, Belgium, the Netherlands and Portugal), the company is now focused on:

● Building the best business account for 8 European markets
● Scoping future growth levers
● Paving the way to profitability
● Building a sustainable, inclusive and diverse company

As Qonto enters this new phase of growth, Natalia's leadership will be instrumental in driving product innovation and localising the offer to the four new markets. This will ensure that Qonto remains the business finance solution of choice for SMEs and freelancers across Europe.

Alexandre Prot, CEO & co-founder of Qonto, says: *"We're thrilled to welcome Natalia to our leadership team. Her deep understanding of product strategy and innovation in empowering small businesses and freelancers, combined with her experience in scaling user-centric solutions across international markets, will be invaluable. Natalia's expertise will help us enhance our product offerings and user experience as we work towards our goal of becoming the finance solution of choice for 1 million European SMEs and freelancers by 2026."*

About Natalia Williams
Natalia Williams is the CPO at Qonto, the leading European business finance solution for SMEs. With 20 years of experience in product and technology, Natalia began her career as an engineer before expanding into design, content production, and product management. She has held leadership roles across various companies, from high-growth startups to large-scale enterprises, driving product strategies that fuel business growth and customer engagement.
Natalia's expertise spans building and scaling Product and Design teams, with a track record of success in e-commerce and fintech, including Hootsuite, Bloomingdale's and MailChimp. She has been part of significant growth journeys, including a 100x revenue increase over 9 years in retail e-commerce with Bloomingdale's, and the largest bootstrapped exit in startup history with MailChimp.

Qonto

About Qonto

Qonto is the leading European business finance solution with over 500,000 customers. The company makes day-to-day banking easier for SMEs and freelancers by offering an online business account combined with finance tools, such as invoicing, bookkeeping, and spend management. Founded in 2016 by Alexandre Prot and Steve Anavi, Qonto now operates in 8 European markets (France, Germany, Italy, Spain, Austria, Belgium, the Netherlands, Portugal), and employs more than 1,600 people. Since its creation, Qonto has raised €622 million from well-established investors. With its innovative product, highly reactive 24/7 customer support, and clear pricing, Qonto has become a European leader.

More information on Qonto.com