GILLES ZEITOUN

Director and Chief Executive Officer of BNP Paribas Personal Finance



Career

Gilles Zeitoun joined BNP Paribas Personal Finance in 1994 where he spent most of his career, alternating between corporate roles and operational roles across countries. He spent the first half of his career in France, notably as Head of decision support systems, Director of Risks and Corporate Development and M&A Director, and the second half internationally as CEO of Cetelem in Romania (2008-2012) then in Spain (2012-2017), in charge of oversight of the United Kingdom and Nordic countries (2018), before joining Italy at the beginning of 2019 as a General manager and then CEO of Findomestic. He was appointed Deputy Chief Operating Officer of BNP Paribas Personal Finance in February 2024, then Deputy Chief Executive Officer in July 2025, in charge of overseeing all countries of the entire Eurozone, the United Kingdom, the Nordic countries, South Africa, and geographies in which the consumer credit activity is carried out by business units integrated within the retail bank of the Group (Poland, Türkiye, Ukraine, Morocco and Algeria). As of January 1st, 2026, Gilles Zeitoun is Director and Chief Executive Officer of BNP Paribas Personal Finance and member of the Executive Committee of BNP Paribas.

Education

Gilles Zeitoun is a graduate of École Polytechnique and ENSAE ParisTech.

BIOGRAPHY

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