

CURRICULUM VITÆ

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PROFESSIONAL PROFILE

ExCo member and CMO with 25 years at the intersection of strategy, governance, and organizational leadership. Served as the coordination layer between CEO, Board, and business lines at Symbiotics, a Geneva-based impact investing group (USD 2.5B AUM, 12 offices, 11 countries). Built governance architecture for a 200+ person organization across 5 business lines. Previously Head of Marketing at HSBC Private Bank (Switzerland, Continental Europe, MENA), overseeing a budget of over CHF 30M.

CORE COMPETENCIES

- › Executive Coordination & Governance
- › Strategic Prioritization & Alignment
- › Organizational Transformation
- › Marketing & Brand Leadership
- › Digital Strategy & Transformation
- › Executive & Board Collaboration
- › People & Team Leadership
- › Stakeholder & Program Management

PROFESSIONAL EXPERIENCES

Jan 2025 - Present

Symbiotics Group

CMO – Executive Committee Member

- › Coordinate strategy definition and implementation across 5 business lines in 12 countries, aligning executive leadership around shared priorities as a cross-functional coordination layer at ExCo level.
- › Lead group-wide marketing and communication for an impact investing platform managing USD 2.5B in assets across 90+ countries, ensuring brand consistency and clear messaging for clients and investors.
- › Direct a cross-functional team of 21 spanning communication, content, design, and projects.
- › Shaped go-to-market strategies for 8 priority markets, coordinating 9 client roadshows (2025), investor webinars, and research publications in partnership with sales and business development.

Nov 2022 – Dec 2024

Chief Transformation Officer – Executive Committee Member

- › Partnered with the CEO and Executive Committee to design and lead three parallel strategic programs (transformation implementation, strategy governance, impact oversight), coordinating priorities and sequencing across all 5 business lines, functioning as a de facto Chief of Staff for the Group.
- › Designed and operated the governance architecture for group-wide transformation: initiative tracking, cross-functional alignment mechanisms, and Board-level scorecard reporting (operational April 2024 and in use).
- › Led a cross-functional team of up to 23 across Marketing, Communication, and Digital, ensuring consistent execution through structured prioritization and OKR frameworks.
- › Oversaw 50+ IT and data projects (CHF 1M), improving information access, reporting infrastructure, and operational reliability across 12 offices in 11 countries.

Sep 2020 – Oct 2022

Head of Information, Communication and Technology

- › Expanded the existing digital and technology mandate by reintegrating the marketing and communication function, leading a unified team of 25 across infrastructure, digital, and communication.
- › Managed a CHF 1.5M IT budget and a portfolio of 100+ systems supporting operations across 12 offices, covering infrastructure, security, and digital tools.
- › Spearheaded projects to improve data availability and streamline internal reporting, laying the operational foundation for the transformation program that followed.

EDUCATION

- › CAS – Management Challenges in the Global Context, University of Geneva (2021)
- › Digital Marketing Certification, Columbia Business School (2017)
- › Professional Certification in Marketing, SAWI (2003)
- › Bachelor in Visual Communication, HEAD Geneva, HES-SO (2000)

LANGUAGE SKILLS

- › French: native
- › English: fluent
- › Italian, Spanish and German: basic

Jul 2018 – Jan 2021 **Head of Digital**

- › Led the Group's digital function with a team of 15 and a CHF 2M annual budget, overseeing infrastructure, security, digital tools, and the modernization of legacy systems.
- › Mapped and rationalized the Group's system landscape, establishing the foundation for the 100+ system portfolio later governed under the ICT mandate.
- › Aligned digital project delivery with business priorities across all business lines, bridging technology teams with operational stakeholders.

Jun 2014 – Jun 2018 **Head of Marketing & Communication**

- › Led marketing and communication during a period of growth from 84 to 130 employees, building the brand architecture, investor communication framework, and event program from early-stage foundations.
- › Delivered 15–20 investor and industry events per year, a quarterly publication program, and the company's first intranet, directly supporting institutional fundraising and stakeholder engagement.
- › Designed and implemented a full corporate rebrand, establishing the visual identity and messaging platform that supported expansion into new markets and business lines.

Oct. 2008 – May 2014 **HSBC Private Bank**
Head of Marketing | Switzerland,
Continental Europe & MENA

- › Promoted from Senior Marketing & Communications Manager to Head of Marketing for private banking across Switzerland, Continental Europe, and MENA, overseeing a budget of over CHF 30M (including ~CHF 25M in sponsorship).
- › Directed ~100 client events per year and regional campaigns targeting UHNW and institutional audiences across markets from Portugal to Turkey and the Gulf states.
- › Navigated a major organizational restructuring, maintaining brand consistency and commercial marketing effectiveness as the function was scaled down and budgets were realigned to post-crisis priorities.

Earlier roles

2005 – 2008 **Symbiotics – Marketing & Communication.** Built the brand identity and communication framework from startup stage; managed investor events and client trips in operating markets.

2004 – 2008 **LIFT Conference – Co-Founder.** Created and grew one of Geneva's leading digital innovation events.

2001 – 2004 **Lombard Odier Darier Hentsch & Cie – Head of Client Events.** Planned and delivered 100+ client events per year across Western European markets for one of Geneva's leading private banks.