WealthSummit

The 100 Most Influential BANKERS in Switzerland 2026

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IMPRINT

Publisher
FIN21 AG
Europaallee 41
CH-8004 Zurich
https://wealthsummit.ch

Sources and editorial deadline
10 August 2026

If you notice any errors or inaccuracies in these texts, we would be grateful for a note (info@fin21.ch).

Image sources: Media images.

Publication date
24 August 2026
https://wealthsummit.ch/studies/

FOREWORD

Bank balance sheets tell only half the story. People shape strategy and culture, trust, risk and innovation. They also shape how the world views Switzerland as a financial center.

This study profiles 100 individuals who are shaping Swiss banking today: leaders from major and private banks, cantonal and regional institutions, and the Swiss National Bank, as well as digital challengers, innovators and promising young bankers. Together, they represent an industry of considerable economic importance. Switzerland's financial sector generates roughly one tenth of the country's economic output. In cross-border private banking, an international client base, investment expertise, stability and discretion combine in a promise that has sustained the industry for generations. The outlook points to where this journey may lead in the years ahead.

We have deliberately chosen not to rank the individuals profiled. Influence derives from role and institutional reach, the ability to shape outcomes, client access and reputation, as well as networks, innovation and regulatory relevance. These factors cannot credibly be reduced to a single number. Our approach is qualitative: to contextualize, describe and weigh.

The selection is a matter of judgment, not an algorithm. It draws on well over 50 years of combined market experience among the authors and on decades of observing institutions, careers and financial cycles. Everyone on the list is there for good reason.

The study is intended as a reference for executives, investors, media professionals, policymakers and academics. Its purpose is to provide perspective and show who represents continuity, who represents change and who may shape what comes next. We intend to update it in the years ahead and establish it as a recurring reference for the Swiss banking industry.

Claude Baumann
Chairman, FIN21 AG

Chris Künzle
Founder and CEO, FIN21 AG

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THE 100 MOST INFLUENTIAL BANKERS IN SWITZERLAND 2026

LIONEL AESCHLIMANN

Company:
Mirabaud

Position:
Senior Partner

Since:
2025

Influence: ★★★☆☆

Outlook: ★★★★☆

Lionel Aeschlimann is not a traditional private banker; he entered the industry from the legal profession. He joined Geneva-based private bank Mirabaud in 2010, initially taking responsibility for the group's asset management activities. Previously, he spent 16 years at the law firm Schellenberg Wittmer, ultimately becoming a partner. Today, as senior partner at Mirabaud, he is primus inter pares among the bank's partners, who bear personal liability for the firm. His combination of legal expertise, investment experience and deep knowledge of the art world gives him a distinctive profile within Geneva's traditional private-banking partnership model.

Influence

Aeschlimann is from Biel and is at ease on both sides of Switzerland's linguistic divide, which the industry regards as an asset rather than a compromise. Market participants describe him as approachable and inclusive – qualities that matter in a partnership where decisions are reached by consensus. He sees private banking as a modern business supported by a digital platform that must meet the changing expectations of the next generation of clients. He also has a prominent role in the Mirabaud Art Collection, which he oversees and which has gained international recognition for its several hundred works of contemporary art.

Outlook

As senior partner, Aeschlimann has considerable scope to shape the firm, but he also bears personal liability for the consequences. Digitalization, regulation, compliance, increasingly mobile clients and alternative investments all require spending that is harder for mid-sized institutions to absorb than for the largest banks. Achieving sufficient scale will therefore be a central issue during his tenure, whether through organic growth, partnerships or, potentially, a merger. His task is to modernize a firm with a long family tradition while preserving an identity that can endure beyond his own leadership. That, rather than his association with art, will ultimately define his legacy.

BESAR AMZA

Company:
EFG International

Position:
Global Private Banking Chief Operating Officer (COO)

Since:
2024

Influence: ★☆☆☆☆

Outlook: ★★☆☆☆

Besar Amza has overseen the operations of EFG International's global private banking business since the end of 2024. A graduate of the ZHAW School of Management and Law, he worked in technology and strategy consulting at IBM and Deloitte before joining EFG in 2019. He also teaches digital private banking as a guest lecturer at his former university. His path is unusual in Swiss private banking: as a banker with a migrant background, Amza has followed a rare career trajectory and repeatedly distinguished himself through a high level of commitment.

Influence

Amza's influence is concentrated in the bank's engine room, at the intersection of front-office organization, processes and technology. At EFG, this is central to the business model: the bank continually recruits relationship managers and must make them productive quickly while investing in technology and controlling costs. The integrations of Cité Gestion and Quilvest Switzerland add further complexity. Amza is therefore judged less on public visibility than on execution speed and process quality. For now, however, his influence remains largely internal: he sits on neither the group executive board nor the extended leadership team.

Outlook

Amza represents a type of career that is becoming increasingly important in Swiss banking: early leadership responsibility combined with consulting experience and technological fluency. His current role is a natural stepping stone, because operational leadership attracts attention when things go wrong but is often overlooked when systems run smoothly. If he can deliver measurable gains in efficiency and advisor productivity, his profile will extend beyond EFG and he could become a candidate for an executive-board role. What he still lacks is a track record of direct P&L responsibility; acquiring it will determine whether a talented executor develops into a broader leader.

URS BAUMANN

Company:
Zürcher Kantonalbank

Position:
CEO

Since:
2022

Influence: ★★★★☆

Outlook: ★★★★☆

Urs Baumann has served as CEO of Zürcher Kantonalbank (ZKB), Switzerland's largest cantonal bank, since September 2022. He joined in June 2022 as the designated successor to Martin Scholl. His earlier career was international: he joined McKinsey in Zurich in 1993 and later worked at Swisscard, Barclays in London, Lindorff in Oslo and Bellevue. From 2015, he co-founded and built Blue Earth Capital, which emerged from the impact-investing activities of Partners Group.

Influence

Baumann's appointment marked a break with tradition: for the first time, ZKB recruited its CEO from outside the bank. As head of a systemically important institution with leading positions in mortgages and SME banking, his views carry considerable weight. His influence is reinforced by roles at the Swiss Bankers Association, as vice-president of the Association of Swiss Cantonal Banks and as president of the Zurich Economic Society. Under his leadership, ZKB has reshaped its client business, made private banking a major growth pillar and gained significant ground following the collapse of Credit Suisse. Other cantonal banks watch ZKB's moves closely.

Outlook

Baumann arrived as an outsider and has established himself in an organization that traditionally promoted from within, giving him considerable freedom to act. His challenge is to balance ZKB's public-service mandate with commercial returns, and expansion beyond the canton with political acceptance. Both will be attributed personally to him because he initiated the realignment. He also faces higher capital requirements for systemically important institutions. If the strategy succeeds, Baumann will be remembered as the executive who modernized ZKB and would be a natural candidate for future board roles. By appointing Florence Schnydrig Moser as his deputy, he has also begun to shape the bank's longer-term succession planning.

DANIEL BELFER

Company:
Saxo Bank

Position:
CEO

Since:
2026

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Daniel Belfer has been CEO of Denmark-founded Saxo Bank since March 2026 and comes from the senior leadership ranks of the Brazilian-Swiss banking group J. Safra Sarasin. He began his career as a fixed-income trader in the United States, later ran the group's Bahamas business and became CEO of Bank J. Safra Sarasin in Basel in 2019. His move to the helm of Saxo, now controlled by J. Safra Sarasin, places him at the intersection of private banking, online trading and platform technology.

Influence

Belfer's significance for Swiss banking stems from the strategic link between J. Safra Sarasin and Saxo. The majority investment in the trading platform illustrates the growing importance of technology, scale and digital architecture even in traditional private banking. Belfer is bringing together two very different models: relationship-led wealth management and a globally scalable online investment platform. His role is therefore relevant to the evolution of WealthTech, although his influence remains more closely tied to Saxo and the wider group than to the Swiss market itself.

Outlook

At Saxo, Belfer has taken on a demanding integration task. The central question is whether platform technology, trading expertise and private-banking capabilities can be combined into a coherent proposition. If the strategic and cultural integration succeeds, J. Safra Sarasin could strengthen its positioning and embed Saxo more firmly within a broader wealth-management strategy. Belfer's longer-term influence will depend on whether the investment delivers more than technology and distribution benefits – namely, a durable and forward-looking combination of a traditional private bank and a digital investment platform.

SIMON BENHAMOU

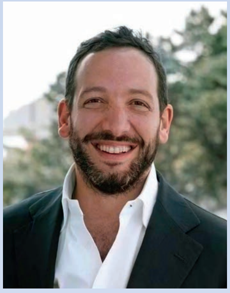
Company:
CBH Compagnie Bancaire Helvétique

Position:
CEO

Since:
2024

Influence: ★★☆☆☆

Outlook: ★★★☆☆



Simon Benhamou has led CBH Compagnie Bancaire Helvétique (CBH), founded in Geneva in 1975, since 2024, making him one of Switzerland's youngest bank CEOs. He joined the bank in 2009, initially as a wealth manager, and later served as head of EMEA, a member of the executive board and head of private banking. Benhamou is a member of the family that holds a majority stake in the bank. Earlier in his career, he worked at Société Générale and UniCredit.

Influence

Benhamou's influence is closely linked to CBH's rise. The bank is not among Geneva's largest institutions, but its recent performance has been notable: in WealthSummit's studies, it was named best private bank twice in succession and also ranked as the fastest-growing institution. Few banks of comparable size combine efficiency, profitability and growth to the same degree. CBH's model blends family control, close client relationships, international market coverage and digital processing, while well-regarded art exhibitions give the bank an additional cultural profile.

Outlook

As a member of the controlling family, Benhamou has the latitude to take CBH into its next phase: more international, more digital, yet still highly personal. The bar is high because the awards define expectations, and top results are harder to sustain than to achieve. The pressure to gain scale, rising regulatory costs and margin compression affect CBH just as they do other smaller institutions; the real test is the transition from challenger to established provider. Benhamou, who is also active in sport, represents a generation of bank leaders judged less by public visibility than by discipline, resilience and results.

REGULA BERGER

Company:
Basler Kantonalbank

Position:
CEO

Since:
2025

Influence: ★★★☆☆

Outlook: ★★★☆☆

Regula Berger has led Basler Kantonalbank (BKB) since 2025 and also chairs the board of Bank Cler. She therefore heads a group that combines strong regional roots and public-sector ownership with ambitions that extend beyond its home market. A lawyer by training, Berger began her banking career in 2007 as legal counsel at Zürcher Kantonalbank, where she spent more than 11 years and ultimately joined senior management. In autumn 2018, she moved unexpectedly to BKB in a comparable role and rose rapidly before succeeding Basil Heeb as CEO in March 2025.

Influence

As one of the few women leading a Swiss bank, Berger has symbolic importance beyond Basel. Her influence derives from her dual role as CEO of a sizeable cantonal bank in an important economic center and chair of Bank Cler, which operates nationwide in corporate and retail banking. With almost two decades of financial-sector experience and a master's degree in Banking & Finance, she must reconcile the constraints of one of Switzerland's smallest cantonal home markets with the group's ambition to build a stronger national position and pursue growth.

Outlook

Berger has entered the most important phase of her career to date. After rising through BKB's ranks, she must now strike a durable balance between the group's public mandate and its commercial ambitions. She describes herself as both a thought leader and an implementer who enjoys engaging with people, and she wants to raise BKB's visibility. How successfully she executes that agenda will help determine her standing among the new generation of cantonal-bank CEOs. Her 16 years as a justice of the peace in Zurich also point to an unusual strength in mediation and consensus-building.

FRANZ BERGMÜLLER

Company:
Amina Bank

Position:
CEO

Since:
2022

Influence: ★☆☆☆☆

Outlook: ★★☆☆☆

Franz Bergmüller is CEO of Amina Bank, formerly Seba Bank, placing him at one of the most closely watched intersections in Swiss banking. His background differs markedly from that of a traditional private banker: he comes from consulting, insurance and technology and brings three decades of experience in company building, transformation, strategy and IT. His focus today is on technology, scale and digital financial infrastructure.

Influence

Bergmüller's significance depends in large part on whether digital assets move from the margins into the regulated mainstream of Switzerland's financial center. As a FINMA-licensed crypto bank, Amina is a test case for combining innovation with prudential supervision. Under Bergmüller, the bank has become increasingly international, with key hubs in Switzerland, Abu Dhabi and Hong Kong. He represents a type of bank CEO still unusual in Switzerland: one whose credibility comes less from traditional client relationships than from building financial infrastructure. How far that model can scale remains to be seen.

Outlook

Following its rebranding, international expansion and repositioning, Bergmüller must now prove that Amina is not merely a pioneer but a sustainable business capable of weathering crypto-market cycles. His challenge is to turn digital-asset infrastructure into a robust, scalable wealth-management proposition without losing the agility that created its early advantage. If he succeeds, Bergmüller could become an important voice in defining Switzerland's role in the next generation of financial-market infrastructure. If not, he remains the manager of an interesting experiment.

JEAN BERTHOUD

Company:
Banque Bonhôte

Position:
Chairman

Since:
2010

Influence: ★★★☆☆

Outlook: ★★☆☆☆

Jean Berthoud is chairman and the defining owner figure of Banque Bonhôte in Neuchâtel, founded in 1815. He represents a type of Swiss private banker that has become increasingly rare: entrepreneurially independent, strongly rooted in his region and yet nationally ambitious. In 1992, he returned Bonhôte to private ownership and developed it into one of western Switzerland's most distinctive independent wealth-management banks, with a particularly well-regarded real-estate investment offering.

Influence

Berthoud's influence rests less on public visibility than on institutional continuity. Under his leadership, Bonhôte has remained a counterpoint to the consolidation of Swiss private banking: small enough to preserve close client relationships, yet large enough to invest in expertise, modernization and selective expansion. As majority shareholder, Berthoud has consistently argued that independent private banks should first establish strength in their home region before expanding into centers such as Geneva and Zurich. Few owners have pursued such a strategy with comparable consistency over several decades.

Outlook

By handing operational leadership to Kim-Andrée Potvin and moving long-serving CEO Yves de Montmollin to the vice-chairmanship, Berthoud has organized the transition while remaining the firm's principal point of reference. His influence now lies primarily in ownership strategy and governance, where the central question is whether Bonhôte's independence can survive generational change. He will ultimately be judged on whether he hands over a bank capable of continuing to grow independently, rather than one forced to treat its independence as a negotiating asset. The timing and direction of that transition remain largely in his hands.

JAY BIDERMANN

Company:
Rahn+Bodmer Co.

Position:
Partner

Since:
2023

Influence: ★☆☆☆☆

Outlook: ★★☆☆☆

Jay Bidermann represents the fourth generation of the Bidermann family at Rahn+Bodmer. After completing a banking apprenticeship and a bachelor's degree in banking and finance at ZHAW, he gained experience at major banks, an asset manager and a venture-capital fund in Bangkok and Hong Kong. He joined the family bank in 2016 as a portfolio manager before moving into client advisory. Since January 2023, he has been a partner with unlimited liability, combining international experience with direct entrepreneurial responsibility.

Influence
Bidermann's influence derives not from hierarchy but from ownership responsibility. As one of four partners with unlimited liability, he is personally accountable with his private assets. At the same time, he remains a client advisor and contributes to the debate about how private banking must evolve for the next generation. Publicly, he has warned about the regulatory burden on smaller institutions and argued for personal advice over anonymous platform models. He is therefore emerging as an increasingly visible voice for independent private banking in Zurich and beyond.

Outlook
Bidermann's challenge is to manage the generational transition at Rahn+Bodmer while demonstrating that a private bank built on unlimited partner liability can remain viable. Success will depend on attracting younger wealth holders, investing in technology and navigating growing regulatory pressure without weakening the bank's highly personal advisory model or discreet culture. If he succeeds, his influence could extend well beyond the firm's traditional client base. At the same time, he must balance organic growth, cost discipline and entrepreneurial independence to ensure that Rahn+Bodmer remains relevant to the next generation.

STEFAN BOLLINGER

Company:
Julius Baer

Position:
CEO

Since:
2025

Influence: ★★★☆☆

Outlook: ★★★☆☆

Stefan Bollinger has led Julius Baer Group since January 2025 and is one of the most closely watched new figures in Swiss private banking. The former Goldman Sachs partner was most recently co-head of Private Wealth Management for Europe, the Middle East and Africa, having previously led the US bank's Swiss business. His career combines Swiss roots with a strong investment-banking background. Julius Baer recruited him to reset the firm after major write-downs on loans linked to Austrian financier René Benko.

Influence
Until recently, Bollinger was relatively little known in Switzerland's financial community. Today, he leads the country's most important listed bank focused exclusively on wealth management. He moved quickly after taking office: the executive board was cut from 15 members to five, followed by a cost-reduction program, a new strategy and an exit from the private-credit business that had caused the losses. His decisions on risk appetite and lending are closely watched across the industry, particularly while FINMA proceedings continue to constrain the bank's room for maneuver.

Outlook
Bollinger has already shown that he can simplify structures and reduce risk. The benchmark now shifts from restructuring to rebuilding, and growth in wealth management follows a much longer cycle than cost reduction: client relationships and advisor teams take years, not quarters, to develop. His combination of investment-banking experience, international exposure and Swiss roots is unusual in traditional private banking and gives him access to networks of his own. The next test is how quickly the new strategy translates into inflows. If the transition from restructuring to growth succeeds, Bollinger could define a new era at Julius Baer.

GRÉGOIRE BORDIER

Company:
Bordier

Position:
Senior Managing Partner

Since:
1997

Influence: ★★★☆☆

Outlook: ★★☆☆☆

Grégoire Bordier is Senior Managing Partner of Bordier and represents the fifth generation of this Geneva private-banking family. Before joining the firm in 1997, he worked in M&A at Donaldson, Lufkin & Jenrette and Credit Suisse First Boston in New York and London. His career combines international investment-banking experience with an explicitly traditional private-banking model based on personal liability, partner-led governance and long-term client relationships rather than short-term scale or transaction-driven growth.

Influence

Bordier's influence rests on the credibility of the traditional Swiss private-bank model. The firm is independent, strongly capitalized and run by partners with unlimited liability, whose approach to risk provides a clear counterpoint to that of listed or institutionally managed wealth managers. As president of the Association of Swiss Private Banks (ASPB), Bordier also gives the sector a voice on key issues including regulation, competitiveness and financial-center policy. His influence is therefore less quantitative than regulatory and public-policy in nature.

Outlook

For Bordier, the central question is whether a partner-led model can endure in a world of scale economies, rising technology investment and regulatory complexity – a question he ultimately answers with his own capital. The firm aims to grow without losing the character of a personally managed traditional bank, requiring continued investment in international reach, investment expertise and infrastructure; its Singapore presence points in that direction. Bordier's role is likely to shift increasingly toward governance, succession and industry policy, making him less a day-to-day bank chief than an advocate for a form of banking whose continued existence remains an open question.

GABRIEL BRENNA

Company:
Raiffeisen

Position:
CEO

Since:
2025

Influence: ★★★☆☆

Outlook: ★★★★☆

Gabriel Brenna has been CEO of Raiffeisen Schweiz since December 2025, leading Switzerland's third-largest and systemically important banking group. He previously helped shape Liechtenstein's LLB Group, serving as head of private banking from 2012 and Group CEO from 2021. An ETH-trained engineer with a doctorate and studies in Lausanne and the United States, Brenna began his career at McKinsey and combines a consulting background with extensive banking experience. His move to Raiffeisen represents a major increase in responsibility.

Influence

Brenna's influence is built on strategic expertise, banking experience and a cooperative leadership role with nationwide reach. At LLB, he drove the expansion of private banking across Liechtenstein, Austria, Switzerland, Central and Eastern Europe and the Middle East. He now leads Raiffeisen at a time when retail banking, mortgages, digitalization and capital discipline are all being recalibrated. His remit extends beyond a single institution to a network of more than 200 local Raiffeisen banks with significant political and social visibility, He faces a major task.

Outlook

Brenna has taken on one of Switzerland's most exposed banking roles, and Raiffeisen's recent history remains part of the backdrop. The group has moved beyond the Vincenz era and its aftermath, but its leaders are still judged on integrity as well as performance. Brenna must combine a cooperative culture with modern group management without weakening local roots. If he succeeds, he will rank among Switzerland's most influential bank CEOs and become a natural candidate for national industry roles. If he fails, the move from a tightly managed banking group to a cooperative structure may be viewed as a miscalculation.

ANKE BRIDGE HAUX

Company:
LGT

Position:
CEO LGT Bank Switzerland

Since:
2023

Influence: ★★☆☆☆

Outlook: ★★★☆☆

Anke Bridge Haux has led LGT Bank Switzerland since 2023 and is one of the better-known executives to emerge from Credit Suisse's former Swiss management. At Credit Suisse, she was responsible for the CSX digital platform and Personal & Business Banking; earlier in her career, she worked at UBS in investment banking and wealth management. Her background combines private banking with digital and transformation expertise. As a board member of the Association of Foreign Banks in Switzerland, she also represents the interests of foreign-controlled institutions.

Influence

Bridge Haux's influence derives less from the size of LGT's Swiss unit than from the broader context. She represents a generation of executives who combine digital scale and client experience with the discreet, relationship-driven world of wealth management – still an unusual mix in traditional private banking. She also brings LGT detailed knowledge of a major bank's structures and of the Swiss domestic market at a time when clients and talent from the former Credit Suisse are seeking new homes. For LGT, which positions itself as a values-driven alternative to the large banks, that is a tangible advantage.

Outlook

Bridge Haux has successfully moved from a major bank to an owner-led institution with a very different culture; the next challenge is to deliver growth in one of Europe's most competitive wealth markets. Her profile is unusually versatile, combining digital expertise, experience in mass-market banking and private banking, and visibility through industry work. If she succeeds, she will be among the relatively small number of women in Switzerland with the credentials to lead an entire banking group, domestically or internationally. If not, her background at a bank that no longer exists will count against her.

ARMIN BRUN

Company:
Berner Kantonalbank

Position:
CEO

Since:
2019

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Armin Brun has been CEO of Berner Kantonalbank (BEKB) since 2019 and is one of the most experienced executives in Switzerland's cantonal-banking sector. After roles at Luzerner Kantonalbank and PostFinance, he joined BEKB's executive board in 2018. His career spans sales, corporate banking and market management, giving him close ties to SMEs, private clients and the Bern economy, as well as a strong understanding of the particular demands facing a listed cantonal bank subject to capital-market discipline.

Influence

BEKB is one of Switzerland's established cantonal banks and, as a listed institution, combines a public-sector connection with capital-market accountability. Brun leads a bank with a strong position in retail, mortgage and corporate banking across the Espace Mittelland and a reputation for stability and client proximity. He is less prominent in national industry debates than some other heads of large state-backed institutions; his influence lies instead in the steady leadership of a significant regional bank and in long experience of client-focused domestic banking.

Outlook

Through his chairmanship of Aity and, since 2026, a board seat at medical-technology group B. Braun Medical, Brun has developed a second platform outside day-to-day banking – unusual for a cantonal-bank CEO and evidence of a profile that extends beyond finance. After a long tenure, his next phase is likely to be less about executive promotion than about governance roles, as is often the case for successful regional-bank leaders. As long as BEKB remains stable and well managed under his leadership, that path remains open. Brun does not appear to seek a national public profile, nor does he need one for his next career step.

EWALD BURGENER

Company:
Valiant

Position:
CEO, Board Member From 2027

Since:
2019

Influence: ★★★☆☆

Outlook: ★★☆☆☆

Ewald Burgener has been CEO of Valiant since 2019 and represents a finance-led, pragmatic approach to retail and SME banking. A native of Valais, he served as the group's chief financial officer for more than six years before becoming CEO. He is an economist and a certified public accountant. His profile is defined less by public visibility than by balance-sheet discipline, operational reliability and the management of a Swiss bank with a broad national footprint.

Influence

Burgener's influence comes from leading a mid-sized listed retail and SME bank with strong regional roots. Valiant is not a system-shaping institution on the scale of UBS or the largest cantonal banks, but it provides a useful measure of how traditional domestic banks are coping with margin pressure, digitalization, cost control and the need to remain close to clients. Burgener stands for a disciplined, performance-oriented leadership style and concentrates his influence primarily on his own institution. In broader debates about Switzerland's financial center, he maintains a relatively low profile.

Outlook

Burgener's next steps are unusually clearly defined. He will join Valiant's board in 2027 and is expected to succeed Markus Gygax as chairman in 2028, a transition already approved by FINMA. Moves from executive management to the top supervisory role are sensitive from a governance perspective and work only when both track record and oversight structures are robust. Until then, his task is to hand over a stable and efficient bank and to manage his own succession. Thereafter, the question will be whether he changes roles or merely changes chairs: chairmen with a CEO past must create distance from the work they themselves shaped.

MARC BÜRKI

Company:
Swissquote

Position:
CEO

Since:
2002

Influence: ★★★★★

Outlook: ★★★★☆

Marc Bürki co-founded Swissquote with Paolo Buzzi and has served as CEO since 2002; the business itself emerged in 1996 from the financial-software company Marvel. The EPFL-trained engineer built Swissquote into Switzerland's leading digital bank. Today, the group offers securities trading, banking services, cryptocurrencies and retirement solutions through subsidiaries in London, Luxembourg, Malta, Cape Town, Dubai, Singapore and Hong Kong.

Influence

Bürki built from the outset what many established banks later had to retrofit. While traditional institutions approached digitalization as the modernization of existing processes, Swissquote was designed as a digital business and became Switzerland's most successful online bank. Bürki also showed a strong instinct for investment trends, from leveraged products and the Swiss DOTS platform to an early crypto offering, while pursuing partnerships such as the Yuh joint venture with PostFinance and the collaboration with Zurich fintech GenTwo. As a pioneer, his influence extends well beyond Swissquote, and he speaks more openly than many bank CEOs.

Outlook

Bürki occupies the rare position of a founder who still runs his company, giving him a freedom salaried bank CEOs do not enjoy: he has to please neither an owning family nor a board. The reverse is dependence in the other direction, because the firm's culture is closely tied to him. Institutionalizing that culture so it outlasts him is the central task of his remaining years. As long as that question remains unresolved, his influence is undisputed and, at the same time, the bank's largest concentration risk.

GABRIEL CASTELLO

Company:
HSBC

Position:
Vice Chairman Global Private Bank

Since:
2026

Influence: ★★★☆☆

Outlook: ★★☆☆☆

Gabriel Castello is Vice Chairman of HSBC Global Private Bank and one of the most internationally experienced private-banking executives with strong ties to Switzerland. He joined HSBC in 2022, subsequently led the group's Swiss private bank and for a period held global responsibility in private banking. Much of his earlier career was spent in senior roles across UBS. Before that, he worked for Spain's Caixa-Bank and, following a brief period at Quintet Private Bank, moved to HSBC.

Influence

Castello's importance stems from the international scope of his role and the weight of HSBC as a global wealth-management platform. Switzerland is an important European location for the group's private wealth-management business, even though HSBC does not have the market position of the large Swiss banks. His influence therefore rests less on direct operational authority than on access to entrepreneurs, billionaire families and international markets.

Outlook

Castello's future influence will depend more on global mandates and on the strategic importance of Switzerland within HSBC than on any conventional domestic leadership role. The group has deep networks in Asia and the Middle East and strong relationships with international entrepreneurial families. Against a backdrop of geopolitical uncertainty, Switzerland remains especially valuable as a booking center and advisory hub. Castello's standing is therefore likely to increase if HSBC succeeds in linking its Swiss platform more closely and deliberately with its global wealth-management franchise.

BENJAMIN CAVALLI

Company:
UBS

Position:
Head Strategic Clients & Global Connectivity

Since:
2025

Influence: ★★★☆☆

Outlook: ★★★★☆

Benjamin Cavalli is one of the most experienced executives in global wealth management. He joined UBS in 1992 in export finance and moved to the bank's investment-banking business in Hong Kong in 1997. In 2000, he entered wealth management in Singapore, where he held a series of senior roles. He joined Credit Suisse in 2009 and ultimately became head of private banking for Asia. The integration of Credit Suisse into UBS in 2023 brought him back to his former employer, where he now has global responsibility for the bank's wealthiest private clients.

Influence

Cavalli brings 30 years of experience in Asia and is exceptionally well connected across this growth region. Combined with his deep knowledge of major banks, that makes him ideally suited to his current role. The world's wealthiest families are resident and professionally active across several jurisdictions; their banking relationships must meet those global requirements. Cavalli and his worldwide team address precisely those needs, particularly in cross-border matters and complex wealth structures spanning regions, products and generations.

Outlook

Cavalli is regarded as one of the most senior former Credit Suisse executives to have moved to UBS without a career setback. If Switzerland's only remaining major bank returns to an ambitious growth trajectory after the reorganization and the resolution of capital requirements, his profile will sharpen further. His task is to bind strategic clients more closely to UBS and translate their global networks into measurable commercial success. For UBS, he is therefore less a bank manager than an enormously important client banker.

BORIS COLLARDI

Company:
EFG International

Position:
Board Member

Since:
2022

Influence: ★★★★☆

Outlook: ★★★★☆

Boris Collardi began his banking career at Credit Suisse in Geneva and Asia before moving to Julius Baer, where he became CEO following the death of Alex Widmer. He drove the bank's international expansion until 2017, then left unexpectedly to become a partner at Geneva-based Pictet in 2018, departing again after three and a half years. Since the end of 2022, he has served on the board of EFG International, in which he also holds a substantial shareholding.

Influence
Collardi now acts primarily as a shareholder and board member rather than an operating bank executive, but his influence at EFG is reinforced by both his board seat under chairman Alexander Classen and his own equity stake. That gives him greater weight on strategic issues than a typical non-executive director. He also holds mandates outside banking, including at watch and jewelry group Chopard, on advisory boards at institutions such as EPFL and IMD, and around football club US Lecce. He brings extensive acquisition experience, international private-banking expertise and capital-markets knowledge, shaped during years of aggressive growth that earned him both admiration and criticism.

Outlook
Born in 1974, Collardi still has a substantial part of his career ahead of him, setting him apart from most board members of comparable standing. As a significant shareholder, he also has unusual freedom to determine the timing of any next move. An operational return remains conceivable – he has never ruled it out – and continued consolidation in private banking could create opportunities. If he remains on the supervisory side, his value will lie in judging the balance between organic growth and acquisitions. The unresolved question is whether the industry ultimately sees his reputation as a high-growth strategist as an asset or a warning.

VITTORIO CORNARO

Company:
Cornèr Bank

Position:
CEO

Since:
2016

Influence: ★★★☆☆

Outlook: ★★☆☆☆

Vittorio Cornaro has been CEO of Lugano-based Cornèr Banca since 2016 and represents the third generation of the Ticino family that owns the group. Cornèr operates nationwide through Cornèr Bank as a universal bank, Cornèrcard as a payment-card issuer and Cornèrtrader as an online trading platform. Before entering banking, Cornaro studied engineering at ETH Zurich and economics at the University of St. Gallen. He gained his first banking experience at Merrill Lynch in London before joining the family bank in 2004.

Influence
Cornaro's influence extends from Cornèr Banca to the Ticino financial center and well beyond. The bank, which will celebrate its 75th anniversary in 2027, is fully independent. The group also has significant scale in the credit- and prepaid-card business, with more than 2.1 million cards issued. It was the first issuer of Visa cards in Switzerland in 1975 and launched Mastercard in 1998. Cornaro's role lies above all in safeguarding the continuity, independence and regional roots of a distinctive institution with a long history.

Outlook
Cornaro has resolved the ownership question on his own terms. By bringing most of the share capital back into family hands, he has secured a degree of freedom to act that has become rare in banking. That freedom also increases his personal responsibility, because poor decisions can no longer be blamed on minority shareholders. His key test is the card business, which is under pressure from new payment methods and providers and where technological judgment can quickly determine market share. If renewal succeeds, he will lead the family into a fourth generation as an independent force. If it fails, the independence he strengthened will become the costliest position.

GABRIELE CORTE

Company:
Ceresio Investors

Position:
Group Executive Board Member

Since:
2018

Influence: ★★☆☆☆

Outlook: ★★★☆☆

Gabriele Corte is a member of the Group Executive Board of Ceresio Investors and CEO of Banca del Ceresio, while also holding other senior mandates within the group. The Swiss-Italian banker graduated from Università Bocconi in Milan and completed executive education in Switzerland and at the Wharton School in the United States. His career took him through institutional client roles in Basel, Zurich and Geneva before leading him to Lugano, where he now helps run a long-established financial group rooted in Ticino and owned by the Foglia family, which has been active in finance since 1919.

Influence

Corte's reach extends across numerous prominent entrepreneurial families, particularly in southern Switzerland and Italy. The group is active not only in traditional wealth management but also in corporate finance and M&A, placing Corte close to many successful SMEs. His visibility and standing increased further in 2025 when the group received a WealthSummit Award as the best Swiss private bank in the smaller-institution category. Corte invests considerable time and effort in establishing the group as a point of contact for companies throughout Switzerland.

Outlook

Antonio and Giacomo Foglia give the owning family two seats on the board of Ceresio Investors. They stand for continuity and the necessary promise of growth, enabling the financial group to continue proving itself with a clear identity, solid capitalization and broad wealth-management expertise. Corte can therefore build on continuity as he expands his sphere of action gradually and, above all, sustainably. Italy's comparatively solid economic performance within the EU and Lugano's growing profile as a crypto and blockchain center provide Ceresio Investors with favorable conditions.

FRANÇOIS-XAVIER DE MALLMANN

Company:
Goldman Sachs

Position:
Chairman Goldman Sachs EMEA &
Chairman Investment Banking

Since:
2025

Influence: ★★★★★

Outlook: ★★★★☆

François-Xavier (FX) de Mallmann is the most senior Swiss executive at Goldman Sachs. He joined the firm in London in 1993, became a managing director in 2003 and a partner in 2004. From 2002 to 2007, he led investment banking for Switzerland before taking senior roles in EMEA financing and as global co-head of the consumer, retail and healthcare sectors. He now chairs Goldman Sachs' EMEA business and investment banking and sits on the management committee, the firm's most senior leadership body.

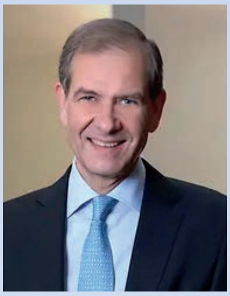
Influence

De Mallmann's importance to Switzerland's financial center is indirect but substantial. He focuses on family-owned companies and family offices – much the same clientele targeted by Swiss private banks – but serves them from the capital-markets side through succession planning, stake sales, listings and takeovers. Anyone who runs a large family business in Europe knows his name. For entrepreneurial families, he provides access to a global investment bank that no domestic Swiss institution can provide. His influence is felt in transaction rooms, not in industry-association debates.

Outlook

With the EMEA chairmanship, de Mallmann has reached a level from which only the group's global leadership in New York lies above him – a rare achievement for a European executive. More likely than another conventional promotion is a further strengthening of his role as trusted advisor and door-opener, an asset that compounds with every major transaction and is difficult to reproduce. From a Swiss perspective, the open question is whether he will eventually bring his network into a domestic board or partnership role. His work on the advisory board of a refugee-relief organization also points to interests beyond the world of transactions.

OLIVIER DE PERREGAUX



Company:
LGT

Position:
CEO Private Banking

Since:
2021

Influence: ★★★★☆

Outlook: ★★★☆☆

Olivier de Perregaux has led private banking at LGT Group since 2021 and has been part of the inner circle of the Liechtenstein-based princely bank for more than two decades, including a long period as chief financial officer. He previously worked at McKinsey & Company and Zurich Financial Services. He studied economics at the University of St. Gallen and in Salamanca, Spain. His career combines financial discipline, institutional continuity and extensive international private-banking experience.

Influence

De Perregaux runs by far the largest of LGT's businesses following the group's separation into private banking, asset management and impact investing. LGT is not a Swiss institution in the strict sense, but it is a significant competitor in the domestic wealth-management market, particularly after the redistribution of clients and talent following Credit Suisse's collapse. Publicly, de Perregaux largely leaves the spotlight to the princely family whose name defines the brand. Among wealthy clients and institutional partners, however, he is a central interlocutor, and the group's operational expansion in Europe and Asia falls squarely within his remit.

Outlook

De Perregaux followed the unusual path from chief financial officer to head of the group's core business. That gives him a strong command of detail but also creates the risk of being seen primarily as an administrator. His task is to demonstrate the broader commercial case by delivering growth, integrating acquisitions and advancing digitalization without undermining the consistency and stability that are central to LGT's proposition. As a senior executive in a family-owned business, he will always share the public stage with the princely family. Over the medium term, a transition to a board-level role would be a natural next step, as institutions of this kind traditionally prepare early and discreetly for the next phase of long-serving executives' careers.

GUY DE PICCIOTTO

Company:
Union Bancaire Privée

Position:
CEO

Since:
1998

Influence: ★★★★☆

Outlook: ★★★☆☆

Guy de Picciotto, son of founder Edgar de Picciotto, has led Union Bancaire Privée (UBP) since 1998, making him one of Switzerland's longest-serving bank CEOs. Under his leadership, UBP has become one of the country's most important independent wealth-management banks and one of the most active consolidators in the sector. Its acquisitions have included Coutts International, ABN Amro Switzerland, Société Générale's Swiss private-banking business and Danske Bank's wealth-management activities.

Influence

Despite its scale, UBP is not a universal bank. It is nevertheless regarded as a benchmark in Swiss banking: growth-oriented, strong in capital markets, experienced in acquisitions and tightly focused on wealth and asset management. De Picciotto embodies the Geneva model established by his father, built on discretion, entrepreneurship and international reach. He rarely seeks public attention but is highly present in entrepreneurial and social circles. He also built a strong leadership team around him early on, something that cannot be taken for granted in owner-led institutions.

Outlook

After almost three decades at the top, succession has become an increasingly important issue for de Picciotto, born in 1960. It is more than a personnel question because he represents both the controlling family and the operational leadership. A move to the chairmanship would be a logical route, but only if a management team can assume full executive responsibility without disruption. At the same time, UBP's reputation has been built more on capital-markets expertise than on technology services or digital assets. Whether de Picciotto closes that gap himself or leaves it to a successor will shape the eventual assessment of his tenure.

RENAUD DE PLANTA

Company:
Swiss National Bank

Position:
Member of the Bank Council

Since:
2024

Influence: ★★★★★

Outlook: ★★★★★

Renaud de Planta is one of the most influential figures in Switzerland's financial center. He has served on the Bank Council of the Swiss National Bank (SNB) since 2024. Before that, he spent a quarter of a century as a partner at Geneva private bank Pictet, latterly as senior partner, before handing the leadership to Marc Pictet in mid-2024. After studying at the University of St. Gallen and earning a doctorate at the University of Chicago, he spent 10 years at UBS, including periods in London and Hong Kong. He remains a member of Pictet's supervisory body.

Influence

De Planta occupies an unusual position in Swiss banking. He helped make Pictet more international and diversified, particularly in asset management, while preserving the partnership structure that underpins its independence. He therefore represents, more than most, the case for traditional Swiss private banking as a long-term alternative to the major listed banks. Unlike many Geneva partners, he has also spoken publicly on economic policy, sanctions and neutrality, arguing for a more self-reliant Switzerland; his SNB mandate gives those views additional resonance. Reports of a possible move to Italy nevertheless sparked public debate, even though Bank Council members are not subject to a residency requirement.

Outlook

De Planta has made a transition that many senior bankers find difficult: from operational authority to influence based on judgment and experience. His standing now derives from committees, networks and a willingness to address issues others may avoid rather than from executive office. That authority must be continually reinforced, however, and the residency debate illustrates how quickly public roles can be affected by personal choices. How long he continues to play the stages in Bern and Geneva is his own decision; that is the luxury of his position.

ARIANE DE ROTHSCHILD

Company:
Edmond de Rothschild

Position:
CEO

Since:
2023

Influence: ★★★★☆

Outlook: ★★★☆☆

Ariane de Rothschild was born in San Salvador and grew up across Latin America, Europe and Africa. Her finance career began on Société Générale's trading floor in New York. In 1997, she took responsibility for the family's non-banking activities and later modernized its wine, hotel and philanthropic businesses. She joined the holding company's board in 2006 and, in 2013, brought the banking activities together under the Edmond de Rothschild brand. She has led the group as CEO since 2023. As the widow of Benjamin de Rothschild, she combines the roles of family representative, entrepreneur and operational leader.

Influence

De Rothschild combines ownership influence, brand authority and executive power. The group remains firmly family-controlled, and as CEO she shapes strategy, senior appointments and growth. She has focused the business on private banking and asset management, taken it private and expanded internationally. Her influence therefore extends beyond the conventional remit of a CEO. The group has also faced reputational scrutiny following the release of documents concerning Jeffrey Epstein, which showed that de Rothschild had been in contact with him, including through email correspondence that continued until 2019 and an advisory mandate.

Outlook

De Rothschild has made clear that she wants the firm to remain in family hands and to involve her four daughters over the longer term. Strategically, the case for further growth in private banking, asset management and private markets remains strong. At the same time, the public disclosure of her contacts with Jeffrey Epstein has created a sensitive reputational test. The board under Yves Perrier is overseeing an independent review, while the bank has stated that it had no knowledge of Epstein's crimes. De Rothschild therefore faces a dual challenge: sustaining growth while safeguarding trust, governance standards and the credibility of the brand.

CLAUDIO DE SANCTIS

Company:
Deutsche Bank

Position:
Member of the Executive Board and Head of the Private Clients Bank

Since: 2023

Influence: ★★★☆☆

Outlook: ★★★★☆

Claudio de Sanctis is one of Europe's most versatile bank executives. A dual Swiss-Italian citizen, he grew up in Rome and studied philosophy at Sapienza University of Rome. After roles at Barclays, Merrill Lynch, UBS and Credit Suisse, including assignments in Asia, he joined Deutsche Bank in 2018. He took over global wealth management in 2019 and also led the Swiss business on an interim basis that year. In mid-2023, he joined the executive board as head of the Private Bank; in late 2025, the supervisory board extended his contract to 2029.

Influence

De Sanctis has a tangible, if indirect, influence on Swiss banking. He runs one of Europe's most important private-client platforms and has positioned it firmly for growth: more relationship managers, greater investment in wealth management and a stronger presence among ultra-wealthy clients in markets traditionally dominated by Swiss institutions. His ability to attract Swiss talent is also relevant; with Raffael Gasser, he recruited a fellow Swiss executive from the former Credit Suisse environment to Frankfurt. At the same time, he is responsible for the less popular side of the transformation, including the restructuring of the branch network and job reductions at Postbank.

Outlook

The extension of de Sanctis's contract to 2029 gives him an unusual degree of time and backing on the executive board of a major German bank, but also raises expectations. His profile is one of the few that could credibly fit the top role at a large European institution: international experience, deep client-business expertise and a willingness to carry through difficult restructuring. If the growth strategy delivers at scale, he will be a plausible candidate for another major leadership role, in Frankfurt or elsewhere. If it fails, he is left with the reputation of a growth strategist whose numbers did not add up; in this role, second chances are rare.

ANDREAS DIETRICH

Company:
Swiss National Bank /
Luzerner Kantonalbank

Position:
Member of the Bank Council /
Board Member

Since: 2024 / 2015

Influence: ★★☆☆☆

Outlook: ★★★★☆

Andreas Dietrich is Professor of Banking and Finance at Lucerne University of Applied Sciences and Arts and heads its Institute of Financial Services Zug (IFZ). Since 2015, he has served on the board of Luzerner Kantonalbank (LUKB), where he chairs the risk and strategy committee, and since 2024 he has also been a member of the Bank Council of the Swiss National Bank (SNB). The St. Gallen-trained economist holds a doctorate, previously worked as a consultant at Deloitte and conducted research in Chicago. His position, combining academic research, banking practice and institutional responsibility, is unique.

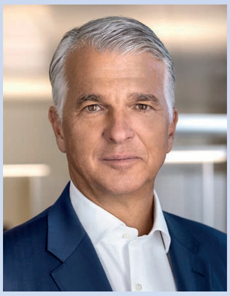
Influence

Dietrich's influence rests largely on his ability to shape the industry's debate. His research on digital banking, business models, customer behavior and retail banking helps determine how the sector understands and discusses its own development, while his blog has become required reading for many bank executives. He has also helped elevate corporate and retail banking – long seen as less glamorous, labor-intensive activities – into subjects of strategic importance. The SNB Bank Council is a supervisory body without responsibility for monetary policy, but his appointment reflects the standing his views have acquired. His parallel roles as independent analyst and bank director nevertheless require careful balance.

Outlook

Dietrich has built a position that is almost unique in Swiss banking: he is widely perceived as independent, yet sits on bodies where significant decisions are taken. As technology and regulation continue to reshape the sector, such a profile is likely to become even more sought after, making further board, supervisory or industry mandates plausible. The risk is inherent in the same success: taking on too many institutional roles could weaken the independence that gives his analysis its value. The natural boundary of his influence lies where research and interpretation end and direct entrepreneurial responsibility begins. Dietrich shapes how banks are thought about, but he runs none – and appears deliberately to keep it that way.

SERGIO ERMOTTI



Company:
UBS

Position:
CEO

Since:
2023

Influence: ★★★★★

Outlook: ★★★★★

Sergio Ermotti has served as Group CEO of UBS since 2023 and is the central figure in Swiss banking. He previously led the group from 2011 to 2020 and returned from the chairmanship of Swiss Re to oversee the integration of Credit Suisse. Few bank executives bring comparable experience across the financial sector: the Ticino native completed an apprenticeship at Cornèr Banca, followed by roles at Merrill Lynch and UniCredit.

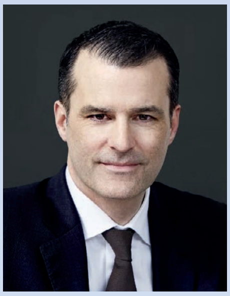
Influence

No other bank executive currently shapes the structure, perception and regulation of Swiss banking as strongly. Through the integration of Credit Suisse, UBS under Ermotti is helping define a new financial-center architecture. He is not simply running a bank; he is responsible for an industrial-policy reordering – at the head of an institution whose balance sheet exceeds the country's economic output. The dispute over future capital requirements is therefore highly charged. The Federal Council and the finance minister are calling for more capital for foreign subsidiaries, a position supported by the SNB and FINMA, while Ermotti is fighting the proposal. Reports that UBS could consider relocating its headquarters to the United States have further intensified the debate.

Outlook

Ermotti originally expected to remain until the Credit Suisse integration was complete, initially no later than the end of 2026. That timetable has shifted, in part because the capital question remains unresolved, and the board has indicated that it wants him to stay longer. Reports have pointed to a possible departure around the 2027 annual general meeting; whether he would then move to the board and who would succeed him remain open questions. His place in Swiss banking history is already assured. The ultimate judgment on his second tenure, however, may depend less on the integration than, ironically, on the outcome of the capital dispute.

BRIAN FISCHER



Company:
Vontobel

Position:
Various Board Mandates and Chairmanships

Since:
2020

Influence: ★★☆☆☆

Outlook: ★★★☆☆

Brian Fischer is part of Vontobel's close-knit senior leadership circle and has spent more than a quarter of a century with the investment firm in a wide range of roles. His most visible contribution has been in the business with external asset managers and financial intermediaries, as well as in the development of platform and service models. After numerous operational leadership assignments, he now focuses on non-executive roles, including the chairmanships of Vontobel Securities and Bank Vontobel Europe, a key pillar of the group's international business.

Influence

Fischer, who studied law in Bern, built his reputation above all in the expanding external-asset-manager (EAM) business. Under his leadership, Vontobel established itself as one of the leading providers to this professional client segment, combining banking infrastructure, investment expertise and technology-enabled processing in an integrated offering. That success significantly broadened the firm's service proposition. Fischer's influence is less public than functional and is concentrated within the intermediary sector. More broadly, he has made a successful transition from operational management to a strategic and supervisory role.

Outlook

Fischer's influence continues to grow through his board mandates, including a number of supervisory roles outside Vontobel. As Swiss financial institutions expand further across Europe despite increasingly complex regulatory requirements, there is strong demand for senior executives with deep expertise in the intermediary business. Fischer fits that profile particularly well. His long industry experience and specialist knowledge suggest he still has several irons in the fire and could appear in other roles.

TOBIAS FISCHER

Company:
Frankfurter Bankgesellschaft (Switzerland)

Position:
CEO

Since:
2023

Influence: ★☆☆☆☆

Outlook: ★★☆☆☆

Tobias Fischer has led Frankfurter Bankgesellschaft (Switzerland), wholly owned by Landesbank Hessen-Thüringen (Helaba), as CEO since December 2023. He joined the firm in 2010, became a member of the executive board in 2014 and initially led its core wealth-management business before also assuming responsibility for bank management, legal and compliance. His background combines legal expertise with a detailed understanding of the German client and tax environment and the Swiss banking market – precisely the capabilities on which the bank's cross-border model depends.

Influence

In fiercely competitive Swiss private banking, a foreign-controlled institution can hold its own only if its business model has a clear focus. Frankfurter Bankgesellschaft does exactly that, occupying a niche that can be profitable. Fischer combines proximity to Germany's Sparkassen-Finanzgruppe with the qualities of Switzerland as a booking center. The bank's relevance lies less in broad market presence than in sensitivity to a demanding client segment that is culturally similar to domestic Swiss clientele but not identical to it. The model also includes a group-owned multi-family office, whose supervisory board Fischer serves on as vice-chairman.

Outlook

Fischer has positioned the bank as a "manufactory," and the credo bears his personal imprint: traditional craftsmanship at the client interface, digitalized and automated processes in the engine room to contain costs in a high-wage country. He will be judged on whether both sides work. His strength is his knowledge of the institution after more than 15 years; his limitation is the same: someone who knows a bank this well from the inside is more readily seen as its custodian than as the person who reinvents it. A move to the German parent would be the logical next step, if he seeks one.

LAURENT GAGNEBIN

Company:
Rothschild & Co Bank

Position:
CEO

Since:
2011

Influence: ★★☆☆☆

Outlook: ★★★☆☆

Laurent Gagnebin heads Rothschild & Co Bank in Zurich and the group's Swiss wealth-management business. Banking runs in the family: his father, Georges Gagnebin, served on UBS's group executive board and helped shape its private-banking activities. Laurent Gagnebin nevertheless followed an unconventional route. After studying at the École Hôtelière de Lausanne and working in hotel management, he entered banking through Goldman Sachs Bank in Geneva, later led Investec Bank there and joined Rothschild & Co in 2011. He has headed the Swiss business since mid-2016.

Influence

Gagnebin operates in a niche that attracts relatively little public attention: managing international family wealth across generations. The bank is not among the largest players in the Swiss domestic market, but among entrepreneurial families and ultra-wealthy clients its brand and advisory capabilities carry more weight than its size would suggest. Gagnebin has deliberately reinforced that positioning rather than pursuing growth at any price. He therefore maintains a low profile in the wider banking industry. His background in hospitality is also visible in his approach to service – a genuine differentiator in a sector dominated by economists and lawyers.

Outlook

After a decade at the helm of the Swiss business, Gagnebin has used the acquisition of Zurich-based Tenalis to broaden the proposition from wealth management toward family advisory, including succession, tax and real-estate expertise. Whether that strategy develops beyond a carefully cultivated niche will shape the next stage of his career, as virtually every major private bank in Geneva and Zurich now competes for the same families. In an internationally managed group, a role beyond Switzerland would be a natural next step and his service-oriented background would support that case. If such a role does not come his way, he remains an underestimated force in a narrow circle.

GIANPIERO GALASSO

Company:
Vontobel

Position:
Head Europe & Middle East Private Clients & Member of the Executive Committee of Vontobel Holding

Since: 2025

Influence: ★★★☆☆

Outlook: ★★★☆☆

Gianpiero Galasso joined Vontobel in 2019 after 25 years in senior roles at Credit Suisse. As Head of Private Clients Europe & Middle East, he plays an important part in the redistribution of international wealth-management market share following the disappearance of his former employer. Galasso studied economics at the University of Zurich, where he also earned a doctorate, and later completed a dual Executive MBA at the University of Geneva and Carnegie Mellon University in Pittsburgh.

Influence

Galasso leads client areas that are enormously important to Vontobel's wealth-management positioning, particularly Europe, Italy and the Middle East. He therefore operates in a specialized but high-growth segment rooted in the group's strategy. His long years at Credit Suisse, latterly under Iqbal Khan, have left him with an extensive network that now benefits him both in Switzerland and abroad. He consequently enjoys rock-solid credibility with clients.

Outlook

Galasso faces several challenges. Switzerland is seeing a marked inflow of foreign client assets as a result of geopolitical shifts, from which Vontobel is also benefiting. Business in the established Middle Eastern growth centers of Dubai and Abu Dhabi, however, is likely to be more subdued for as long as the United States and Iran continue a war that has become increasingly absurd. That makes innovation all the more important in reaching the next generation of clients. Vontobel's various digital platforms give Galasso a solid base for generating new revenues.

ALAIN GALLATI

Company:
Pictet

Position:
Head Independent Asset Manager, Zurich / Market Head Pictet Asset Services German-speaking Switzerl.

Since: 2019 / 2022

Influence: ★★★☆☆

Outlook: ★★★★☆

Alain Gallati is one of the leading figures in the business with external asset managers (EAMs), although he is not an EAM himself. He operates from the custodian-bank side, providing market participants with execution, platforms and banking services. Gallati held comparable roles during some 25 years at UBS. His current employer, Pictet, is strongly positioned in this segment as both a banking and infrastructure partner, giving the firm a substantial market share.

Influence

The EAM business has developed into a parallel ecosystem alongside traditional wealth management and has grown markedly in importance. Regulation, consolidation and rising technology requirements are forcing independent asset managers to outsource an increasing number of functions they once handled internally. The choice of custodian bank and platform therefore directly affects their operating freedom. Gallati is a key point of contact for many firms, giving him above-average influence within the sector. He exercises that influence carefully, cooperatively and in measured fashion, an approach well suited to a business built on trust and long-term relationships.

Outlook

Gallati sits at one of the structurally growing areas of Swiss banking, and his position rests on an asset that is difficult to replicate: personal relationships with hundreds of EAMs built over three decades and two major employers. That also makes him attractive to competitors that increasingly view the intermediary segment as an important source of growth. His challenge is to absorb additional volume without compromising the service quality on which his reputation depends, because both good and bad experiences spread quickly in this close-knit market. If he succeeds, he will become the first port of call when the industry seeks a voice for its concerns.

GIANLUCA GRISSINI

Company:
Edmond de Rothschild

Position:
Head of Swiss Market Ticino, Italy, Latam; Branch Manager (Lugano)

Since:
2018

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Gianluca Grissini heads the Lugano branch of Geneva-based Edmond de Rothschild. He combines deep expertise in the Italian market with extensive private-banking experience gained at several respected Swiss institutions, including J. Safra Sarasin and Notenstein La Roche Privatbank. Within industry circles, the Ticino operation – with its significant client base from northern Italy – is sometimes viewed as more important to the group than its Zurich presence. Edmond de Rothschild's Latin American business, also based in Ticino, generates additional revenue.

Influence

Grissini's role is regional by design and, precisely for that reason, particularly close to clients. That proximity carries considerable commercial weight among the sophisticated clientele of a brand such as Edmond de Rothschild. His influence rests on maintaining demanding relationships that often span several generations. As long as the business performs, Grissini has near carte blanche to develop the southern Swiss market and pursue client acquisition in Italy under a well-established international name. The recruitment of experienced relationship managers further signals that the group remains committed to Lugano.

Outlook

Grissini benefits from Lugano's growing appeal since the pandemic, both as a center for blockchain and digital-asset companies and as a location for wealthy European entrepreneurs based in the Milan area. Whether this translates into greater personal standing will depend on his ability to broaden his role beyond that of a regional market head – becoming a stronger voice for the Italian business within the group and a destination for experienced advisors. If he succeeds, his profile will extend well beyond Lugano; if not, his influence will remain that of a strong but essentially local franchise leader.

VERENA GROSS

Company:
Pictet

Position:
Head of Wealth Management German-speaking Switzerland / Equity Partner

Since: 2023 / 2026

Influence: ★★★☆☆

Outlook: ★★★☆☆

Verena Gross has led Pictet's wealth-management business in German-speaking Switzerland since 2023, succeeding Victor Aerni, who moved on to lead Asia. Her performance in the role led to her promotion to equity partner in April 2026. A native of South Tyrol, Gross studied at Università Bocconi in Milan, entered the industry through Goldman Sachs Private Wealth Management in Zurich and joined Pictet in 2009. Zurich is, alongside Geneva, one of the group's most important locations.

Influence

Gross serves one of Pictet's most demanding markets outside Geneva. German-speaking Switzerland brings together prominent entrepreneurial families, large pools of institutional wealth and exceptionally intense competition, with virtually every significant domestic and international bank targeting the same clients. As a long-standing advisor at the top end of the market, she has built a resilient and far-reaching network. She also benefits from the support of Marc Pictet, the partnership's senior managing partner, who spent much of his own career in Zurich. Her elevation to the partnership underscores the strategic importance Pictet attaches to the region.

Outlook

Joining the partnership fundamentally changes Gross's position: a regional market head becomes a co-owner with a voice in decisions extending far beyond German-speaking Switzerland and a time horizon measured in decades rather than quarters. At Pictet, this step is rare and effectively irreversible, giving her a stability salaried executives do not have. Expectations rise at the same time: partners are judged on inflows of new client assets, and in her segment those take years to materialize. If Gross delivers, she will rank among the relatively small number of women at the very top of Swiss private banking.

MARKUS GYGAX

Company:
Valiant Holding

Position:
Chairman of the Board

Since:
2020

Influence: ★★★☆☆

Outlook: ★★☆☆☆

Markus Gygax is one of the most experienced figures in Swiss retail and regional banking. He led Valiant as CEO from 2013 to 2019 before moving to the board, which he has chaired since 2020. Earlier roles included positions at Post-Finance and Banque Cantonale Vaudoise. His career combines operational leadership with close client contact and a strong understanding of distribution and regional-banking dynamics. Gygax has also planned his succession well in advance: in 2028, he is due to hand the chairmanship to current CEO Ewald Burgener.

Influence

Gygax joined Valiant during a difficult period, after reputational problems and a FINMA reprimand related to share-price support. He helped restore trust, delivered a turnaround, modernized the branch network and advanced digitalization. His influence also extends through industry associations, where he represents the interests of mid-sized, domestically focused retail banks in discussions with policymakers, regulators and the wider financial sector. His personal style is notably understated: he avoids status symbols, travels by train and is far removed from the stereotype of the pinstriped banker.

Outlook

Gygax's departure is already planned. He will not stand for re-election at the 2028 annual general meeting, by which time he will have served eight years as chairman. The designated successor, current CEO Ewald Burgener, is expected to leave operational management in 2027 and spend a year as an ordinary board member before taking over the chair. As chairman, Gygax currently heads the strategy committee and sits on the nomination and compensation committee. The current Valiant 2029 strategy focuses above all on simplicity, higher profitability and a broader revenue base outside the interest business.

JÜRG HALLER

Company:
Bank J. Safra Sarasin

Position:
Chairman

Since:
2019

Influence: ★★★★☆

Outlook: ★★☆☆☆

Jürg Haller is chairman of Brazilian-Swiss Bank J. Safra Sarasin and one of the most experienced figures in Swiss wealth management. Before joining the group, he spent a total of 35 years at UBS, latterly as Executive Vice Chairman of Global Wealth Management. In his current role, he provides an important link between the Swiss bank's management and the internationally active Safra family. During his tenure as chairman, the institution has grown at a rate well above the industry average.

Influence

Haller maintains a comparatively discreet public profile. His importance rests less on association politics or media visibility than on an international network of entrepreneurs, billionaire families and senior private-banking executives. His connections in North and South America are particularly strong. As chairman, he has also substantially broadened J. Safra Sarasin's strategic expansion through the acquisition of Saxo, the originally Danish online bank.

Outlook

Born in 1957, Haller is likely sooner or later to hand over the chairmanship of Bank J. Safra Sarasin. Until then, he is expected to remain guided by four principles: a strong capital base, cautious long-term growth, entrepreneurial autonomy for relationship managers and highly selective recruitment. He also positions sustainability in banking not as a marketing theme but as part of long-term wealth management. His name simply cannot be absent from a list of Switzerland's 100 most influential bankers.

BASIL HEEB

Company:
Raiffeisen Switzerland

Position:
Chairman

Since:
2026

Influence: ★★★☆☆
Outlook: ★★★★☆

Basil Heeb has chaired the board of Raiffeisen Schweiz since June 2026 and brings extensive experience in both banking and consulting. From 2019 to early 2025, he served as CEO of Basler Kantonalbank and chaired Bank Cler. Before that, he was chief financial officer of Notenstein La Roche Privatbank and helped build the Basel branch of the former Wegelin private bank. He studied engineering at ETH Zurich and earned a doctorate there. Before moving into banking in 2008, he was a partner at McKinsey & Company, including assignments in New York and Athens.

Influence
The chairmanship of Raiffeisen Schweiz gives Heeb one of the most important supervisory roles in Swiss banking. As a cooperative group, Raiffeisen is deeply embedded in the retail and SME markets and, alongside UBS and the cantonal banks, is a central pillar of domestic banking. It is also systemically important. Heeb's responsibilities sit at the intersection of decentralized governance, strategic renewal, risk culture and the political legitimacy of an institution with strong member ownership. His new role therefore marks a significant increase in both responsibility and industry influence.

Outlook
Together with CEO Gabriel Brenna, who took office at the end of 2025, Heeb has an opportunity to shape the next phase of one of Switzerland's largest banking groups. Their backgrounds share notable similarities: both hold doctorates from ETH Zurich, both spent years at McKinsey and both have extensive private-banking experience. Raiffeisen already leads the domestic market by customer numbers and retail mortgage volumes. Heeb and Brenna now want to turn the group into a strong investment-services bank as well.

MATHIAS IMBACH

Company:
Sygnum

Position:
Co-Founder & Group CEO

Since:
2018

Influence: ★★☆☆☆
Outlook: ★★★☆☆

Mathias Imbach is co-founder and Group CEO of Sygnum, the world's first bank for digital assets. The company combines Swiss and Singaporean roots with a global presence to make digital assets bankable, secure and easily accessible. Before taking on his current role, Imbach held various positions within the business empire of the late Indian industrialist Ratan Tata. He also worked at Bain & Company and gained broad experience in venture capital, private equity and distributed-ledger-technology investments.

Influence
Imbach's influence is closely linked to Sygnum and the rapidly growing world of digital assets. With professional experience in India and Singapore, he brings a strong multicultural perspective. He represents an innovative, sharply focused business model at the intersection of banking, blockchain and institutional financial technology. His relevance lies in translating these groundbreaking technologies into regulated banking services. Strategic partners such as Swisscom and Deutsche Börse Group provide favorable conditions for operating a reliable digital-asset ecosystem.

Outlook
Imbach is neither a traditional banker nor an uncompromising crypto maximalist. He sees himself instead as a bridge between the established financial system and the blockchain economy. He once described running a crypto company as a constant alternation between "euphoria and terror." A fitting characterization would be: the institutional architect of Swiss digital-asset banking. His significance depends less on Sygnum's current size than on his influence over how traditional banks will approach tokenized assets, cryptocurrencies and blockchain infrastructure in the years ahead.

ALEKSANDAR IVANOVIC

Company:
UBS

Position:
President Asset Management

Since:
2024

Influence: ★★★☆☆

Outlook: ★★★★☆

Aleksandar Ivanovic is a career banker in the fullest sense. He began with an apprenticeship at UBS and spent his first 16 years there in Zurich and London, working across wealth management and investment banking. He later moved to Credit Suisse and Morgan Stanley, both in London, before returning to UBS almost a decade ago and rising rapidly through asset management. Today, he combines responsibility for institutional business, investment platforms and international distribution within Switzerland's largest bank. He has also been a member of the Group Executive Board since March 2024.

Influence

Ivanovic's rise is notable because, according to UBS, he has worked across virtually every part of the bank during his career. He therefore understands the organization not only from an asset-management perspective but as an integrated group, giving him considerable internal influence. He took over asset management at a critical moment, when UBS had to combine its own operations with the corresponding business acquired from Credit Suisse. That was a major test for a newly appointed divisional head. Although asset management generates less revenue than global wealth management, its strategic importance to UBS remains substantial.

Outlook

Ivanovic is regularly mentioned as a possible future Group CEO of UBS and a potential successor to Sergio Ermotti, although no decision has been made. His principal advantage is the breadth of his experience across the bank. A possible drawback is that asset management carries less political and public weight within UBS than global wealth management or the Swiss business. His profile is therefore less visible than those of Ermotti or Switzerland head Sabine Keller-Busse. Within the international investment industry and UBS's internal power structure, however, Ivanovic has become a central figure.

STEFAN JENNI

Company:
Itaú Private Bank Zurich

Position:
CEO

Since:
2021

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Stefan Jenni is one of the few Swiss private bankers with a distinctly Latin American profile. He has worked with Brazil for decades, has family roots there and has built an extensive network in the region. After more than 10 years at UBS in Basel, Zurich and New York, he joined Brazil's Itaú Unibanco in 2008 and worked in Miami and Santiago de Chile before becoming COO of the Zurich bank in 2017. From that operational role, he oversaw the migration to the Temenos core-banking platform and was appointed CEO of the Swiss bank in 2021.

Influence

Jenni's influence is concentrated in a clearly defined niche. Itaú Private Bank Zurich combines Brazilian roots, local market knowledge and Swiss booking quality and has grown significantly in recent years. Jenni stands not for scale or industry politics, but for a focused platform with high credibility. His admission to the parent group's partner program is particularly notable – a rare distinction in a family-influenced banking group and rarer still for a foreigner. In São Paulo, he is seen not as a governor, but as one of their own.

Outlook

The strategic priority is to position the bank not merely as a booking center but as a genuine wealth-management bank. Jenni benefits from continued demand among Latin American clients for international diversification and stable booking jurisdictions. The downside of specialization is that his profile remains closely tied to Brazil, expansion into Colombia and Chile is still at an early stage, and the Swiss-franc cost base forces outsourcing rather than buildup. If he can move the business further up the value chain, Jenni will be seen as a bank leader beyond his niche; otherwise, he remains a specialist in one market.

COLM KELLEHER

Company:
UBS

Position:
Chairman of the Board

Since:
2022

Influence: ★★★★★

Outlook: ★★★☆☆

Colm Kelleher, an Irish banker, has chaired UBS Group since 2022 and is one of the most influential figures in European banking. Previously president of Morgan Stanley, he led the negotiations in spring 2023 surrounding the state-brokered takeover of Credit Suisse. That transaction became his defining contribution to the reshaping of Switzerland's financial center. His most important remaining responsibility is the selection of a successor to Group CEO Sergio Ermotti.

Influence

Kelleher's influence rests on four decisions that have shaped the financial center. He negotiated the takeover of Credit Suisse in a single weekend. He and the board brought Sergio Ermotti back and installed him as the figure responsible for the integration, retrospectively regarded as his greatest success. He led the regulatory and political defense against the Finance Department over capital. And he will decide who leads the bank next. Few European bank chairmen concentrate that much power in one person.

Outlook

Kelleher turned the end of Credit Suisse into a bank of a new dimension and has since fought over the conditions under which it remains in Switzerland. He represents shareholder interests toward government, regulators and the public with unusual force and does not shy away from far-reaching suggestions, including a possible relocation of the headquarters to the United States. That strengthens his negotiating position but costs political goodwill in a country that would have to support the bank in an emergency. He has tied the succession question to the outcome of the capital dispute. His own tenure also has an end; whether he extends it beyond the Ermotti succession remains open and will help determine continuity at the top.

HUBERT KELLER

Company:
Lombard Odier

Position:
Senior Managing Partner

Since:
2021

Influence: ★★★☆☆

Outlook: ★★☆☆☆

Hubert Keller has been a partner at Geneva-based Lombard Odier since 2006 and Senior Managing Partner since 2021. He coordinates the partnership, represents the group externally and plays a central role in shaping strategy. Keller studied at HEC Lausanne and worked at Compagnie Financière Tradition, SG Warburg and Deutsche Bank, gaining experience in corporate finance and capital markets. In 2009, he built Lombard Odier Investment Managers and led the business until 2020.

Influence

Keller is primus inter pares at a firm founded in 1796 despite not belonging to a founding family. His authority rests not on lineage or formal hierarchy but on consensus, alignment with the owners and a reputation for drive. He has particularly emphasized sustainable investing, where Lombard Odier moved early, as well as technology and institutional asset management. That makes him one of the more important voices in independent private banking, even though he rarely seeks the public spotlight. His tenure has also been complicated by the Karimova case, in which the bank was convicted at first instance in 2026 and has announced an appeal.

Outlook

Keller will be judged on two issues, both of which fall back on him personally. First is the legal case: as Senior Managing Partner in a partnership, his liability is not merely reputational, and how he handles the proceedings and their aftermath will shape his standing in the industry more strongly than any growth initiative. Second is the renewal of the partnership, because leaders of a partnership leave behind above all the people they bring into it. If he succeeds on both fronts, he will be regarded as the partner who led Lombard Odier through a difficult phase and into the next generation.

SABINE KELLER-BUSSE

Company:
UBS

Position:
President Personal & Corporate Banking and President UBS Switzerland

Since: 2021

Influence: ★★★★☆

Outlook: ★★★★☆

Sabine Keller-Busse has led UBS's core Swiss business since February 2021 and is a member of the Group Executive Board. The St. Gallen-trained economist holds a doctorate and was previously a partner at McKinsey before leading Credit Suisse's private-client business in Zurich. She joined UBS in 2010 and went on to serve as COO Switzerland, Group Head Human Resources, Group COO and President EMEA. Keller-Busse also sits on the board of Zurich Insurance Group and on the international advisory board of ZHAW School of Management and Law.

Influence

Keller-Busse operates at one of the most important interfaces in Swiss banking. Under her responsibility, Credit Suisse (Switzerland) was legally merged into UBS Switzerland in July 2024, and the migration of around one million client relationships was completed by March 2026 – one of the largest undertakings of its kind in Swiss banking history. The process also included the difficult parts: consolidating overlapping branches and significant domestic job reductions. She therefore helps determine how much competition remains in corporate and mortgage banking and whether the enlarged UBS is politically accepted in its home market.

Outlook

After the integration, the benchmark shifts from execution to performance – from a discipline in which Keller-Busse has delivered to one on which she has yet to be judged. Her division is under revenue pressure with a larger cost base, while the debate over capital requirements and the political question of remaining competition in the SME business add further pressure. Few people in the group combine executive-board, COO, Swiss-market and transformation experience as she does. In the deferred succession debate around Sergio Ermotti, however, she is no longer mentioned among the leading candidates, leaving open where her path leads next.

IQBAL KHAN

Company:
UBS

Position:
Co-President Global Wealth Management and President UBS Asia Pacific

Since: 2021

Influence: ★★★★☆

Outlook: ★★★★☆

Iqbal Khan is Co-President of UBS Global Wealth Management and also leads the Asia-Pacific region from Hong Kong. The dual Swiss-Pakistani citizen began his career at EY, where he became one of the youngest partners in the Swiss organization and, among other responsibilities, led the audit of UBS. At Credit Suisse, he rose rapidly under CEO Tidjane Thiam to head International Wealth Management before moving to UBS in 2019, a departure that triggered the surveillance affair and ultimately cost Thiam his job.

Influence

Khan sits on one of UBS's most important revenue and power axes. The bank is the global leader in wealth management, making his division central to valuation, strategy and international positioning. He also leads Asia-Pacific, the region with the greatest potential for wealth growth and entrepreneurial clients and where UBS must defend its lead over US competitors. Since the latest reorganization, he has shared leadership with American executive Robert Karofsky, an arrangement that was widely read from the outset as an elimination race for the succession.

Outlook

For a long time Khan was regarded as the favorite to succeed Sergio Ermotti: Swiss market knowledge, international client experience and responsibility for a key region. Professionally, little counted against him. The larger question is whether the board of a bank under political scrutiny would put at the top a man whose move, following a dispute with then-Credit Suisse CEO Tidjane Thiam, triggered one of the biggest scandals in the Swiss financial center. However convincingly he combines commercial momentum, internal acceptance and political judgment, the path to the very top is likely to turn on other criteria.

PASCAL KIENER

Company:
Banque Cantonale Vaudoise

Position:
CEO

Since:
2008

Influence: ★★★☆☆

Outlook: ★★☆☆☆

Pascal Kiener has led Banque Cantonale Vaudoise (BCV) since May 2008, giving him one of the longest CEO tenures in Swiss banking. A mechanical engineer from EPFL with an INSEAD degree, he was previously a partner at McKinsey & Company. He joined BCV in 2003 as chief financial and risk officer during the restructuring that followed the bank's near-collapse in 2001. Kiener also serves on the boards and board committees of both the Swiss Bankers Association and the Association of Swiss Cantonal Banks.

Influence

BCV differs from many other cantonal banks in one crucial respect: Switzerland's second-largest cantonal bank after Zürcher Kantonalbank has no state guarantee, even though the canton owns more than two-thirds of its capital. Under Kiener, BCV has developed a broadly diversified business spanning retail and corporate clients, private banking and fund management, including the private-banking subsidiary Piguet Galland and Lausanne-based Gérifonds. The losses that once brought the bank close to collapse are now a distant memory. Its transformation from restructuring case to model cantonal bank is the central achievement of Kiener's tenure.

Outlook

The main question now is what comes after Kiener. After almost two decades as CEO, succession is inevitably moving closer, although the bank has so far announced nothing. An orderly handover would be the final major task in one of the most consistent CEO records in Swiss banking, and it is more delicate than it sounds: an executive who has shaped an institution for so long leaves behind a bank that operates to his standards. A later role on boards, in industry associations or in western Switzerland's business community, where his name carries weight, is entirely conceivable. Operationally, his zenith has probably been reached.

MANUEL KUNZELMANN

Company:
Migros Bank

Position:
CEO

Since:
2020

Influence: ★★☆☆☆

Outlook: ★★★☆☆

Manuel Kunzelmann represents a more digital and ecosystem-oriented model of Swiss retail banking. The Basel native spent 10 years at UBS before moving to Basellandschaftliche Kantonalbank, where he joined the executive board in 2017 with responsibility for strategy and market offerings. He also represented BLKB on the board of digital wealth manager True Wealth. In May 2020, he became CEO of Migros Bank, succeeding Harald Nedwed after almost 17 years of leadership.

Influence

Kunzelmann's influence is concentrated in retail banking, private clients and mortgages. Migros Bank benefits from both a strong consumer brand and the wider Migros ecosystem – advantages few competitors can match. Under Kunzelmann, the bank made everyday banking free of charge in 2024, developed partnerships around automotive, energy and retirement savings, and significantly broadened its client base. He also serves on the board of card-services provider Viseca and on the coordination committee for domestic banks, giving him a voice in Swiss retail banking that extends beyond Migros Bank itself.

Outlook

Kunzelmann belongs to a younger generation of bank CEOs who approach the business from a technology perspective, and he has demonstrated that approach at an institution large enough to be visible. His profile is unusually versatile: strategy and digitalization experience from a cantonal bank, operational leadership at retail scale and the linkage of a bank with the consumer world in a form that has few parallels. If he succeeds in developing Migros Bank into an integrated financial platform, he will rank among the leading candidates for senior roles in domestic banking. If not, he will be managing a strong brand in an increasingly crowded market.

DANIEL LIPP

Company:
DZ Privatbank (Switzerland)

Position:
CEO

Since:
2026 / 2022

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Daniel Lipp is due to take over as chairman of the executive board of DZ Privatbank (Switzerland) in November, effectively making him the bank's chief executive. His career has been highly international, spanning Swiss Bank Corporation in London, UBS assignments in Marbella and Geneva, and St. Galler Kantonalbank, where he led private banking and institutional business for nine years. From 2017 to 2021, he was CEO of private bank IHAG; he has been a member of DZ Privatbank's executive board since 2022.

Influence

Lipp's position is built on the connection between two financial systems: Swiss private banking and Germany's powerful cooperative-banking network. Through hundreds of Volksbanken and Raiffeisenbanken, the Zurich operation gains access to a client pool that few comparable private banks could reach independently – investors seeking to diversify assets into the Swiss legal and currency environment. Within this model, Lipp has helped advance digitalization, faster onboarding and stronger market visibility. His voice therefore carries weight both in Zurich and across the German cooperative network, an understated but durable form of influence.

Outlook

With the top executive role, Lipp moves from contributing to strategy to carrying full responsibility at an institution growing faster than many Swiss peers. His task is demanding: integrate the management team, make the inflows from the German cooperative network durable, and scale advice, controls and operational resilience at the same pace as the business. His standing will depend on whether he can turn the much-vaunted "Swissness" that attracts German clients into a viable business model. If he succeeds, he will be regarded as a bank CEO whose relevance extends beyond the niche of foreign-owned Swiss subsidiaries.

ANDRÉA MAECHLER

Company:
Bank for International Settlements (BIS)

Position:
Deputy General Manager

Since:
2023

Influence: ★★☆☆☆

Outlook: ★★★★☆

Andréa Maechler combines central-banking expertise with an international career. She studied in Geneva and earned a doctorate in international economics at the University of California. Roles at the IMF, the European Systemic Risk Board and the OECD led to her appointment in 2015 to the Governing Board of the Swiss National Bank, where she became the first woman to serve on the body. For eight years, she led Department III, responsible for money and foreign-exchange markets, reserves, payments and IT. Since 2023, she has been Deputy General Manager of the Bank for International Settlements (BIS) in Basel.

Influence

Maechler is the number-two executive at the institution often described as the central bank for central banks. Her influence comes less from public visibility than from technical authority and the ability to build consensus among monetary institutions. At the SNB, she helped implement negative interest rates, foreign-exchange interventions and the subsequent return to positive rates, while overseeing reserves, market operations, payments and IT. As chair of the Global Foreign Exchange Committee, she also contributed to global standards for currency trading. Few Swiss financial figures operate so close to the core of the international monetary architecture.

Outlook

Maechler's BIS term runs to 2028, during which she is helping shape the modernization of the global monetary and payments system. Projects such as Agorá seek to connect tokenized central-bank reserves and commercial-bank deposits for faster cross-border payments. Her central challenge is to translate technical innovation into internationally accepted rules without jeopardizing the monetary order, data protection or stability. If she succeeds, Maechler will strengthen her case for a senior international mandate, for which her name is regularly mentioned. She is one of the relatively few Swiss financial figures whose career extends beyond the domestic financial center.

BEATRIZ MARTIN

Company:
UBS

Position:
Group Chief Operating Officer

Since:
2023

Influence: ★★★☆☆

Outlook: ★★★★☆

Beatriz Martin has been Group Chief Operating Officer of UBS since January 2026, while also serving as President EMEA and CEO of the UK business. The Spanish banker spent 13 years at Deutsche Bank and Morgan Stanley before joining UBS in 2012 as chief of staff to Andrea Orcel, then head of the investment bank and now CEO of UniCredit. She later served as COO of the investment bank and Group Treasurer. Following the completion of the Credit Suisse acquisition, Martin joined the Group Executive Board in June 2023 and took responsibility for winding down legacy assets.

Influence

Martin operates in the engine room of the enlarged UBS. Since 2023, she has reduced the Credit Suisse legacy portfolio by more than two-thirds. As Group COO, she is responsible for operations and for completing the integration. Following the unexpected departure of technology chief Mike Dargan, she also assumed responsibility for Group Technology, currently under interim leadership. That places several of the bank's most important execution priorities in her hands: decommissioning platforms, delivering the cost program and deploying artificial intelligence. The accumulation of responsibilities is substantial and partly reflects circumstance, but it gives Martin an unusually broad grip on the organization.

Outlook

Martin is regarded in the industry as one of the possible successors to Sergio Ermotti, alongside Aleksandar Ivanovic and Robert Karofsky. Her experience in frontline client business is limited, which is considered a disadvantage at a group that earns most of its revenue from advice-intensive wealth management. She remains exposed where execution stalls: the migration of wealthy Swiss clients, for example, was delayed from autumn 2025 to the first quarter of 2026. If the integration runs cleanly over the long term, however, Martin's standing within UBS will rise significantly.

THOMAS MATTER

Company:
Helvetische Bank

Position:
Founding Partner,
Chairman of the Board

Since:
2023

Influence: ★★★☆☆

Outlook: ★★★★☆

Thomas Matter combines the roles of banker, entrepreneur and Swiss People's Party politician. After completing a banking apprenticeship and working in Switzerland and abroad, he co-founded the Swissfirst group in 1994 and led it as CEO until 2006. He established the Matter Group in 2005 and, in 2011, what is now Helvetische Bank, where he is founding partner and chairman. Matter has represented the Swiss People's Party in the National Council since 2014. He serves on the Economic Affairs and Taxation Committee and the EFTA/EU delegation and has been part of his party's senior leadership since 2016.

Influence

Matter combines capital, banking expertise, networks and political reach to an unusual degree. As deputy leader of his parliamentary group and a member of the party leadership, he has influence over strategy, personnel and campaigns within the largest group in parliament. On the Economic Affairs and Taxation Committee, he can translate practical banking experience directly into regulatory debates. As a member of the parliamentary commission of inquiry into Credit Suisse, he also played a role in the political examination of the bank's collapse. Helvetische Bank gives him entrepreneurial credibility, while his pointed public interventions and own media formats extend his reach well beyond parliament.

Outlook

Matter is likely to remain highly visible in both politics and finance. The 2027 federal elections, relations with the European Union and future regulation of UBS are all issues that fit his profile closely. At the same time, expectations will increase that he maintain a credible separation between his banking interests and parliamentary responsibilities. At Helvetische Bank, following the change of CEO, he must safeguard growth, independence, compliance and succession. His greatest advantage is the rare combination of practitioner and politician; the corresponding risk is that the same proximity could be perceived as a conflict of interest.

PASCAL MEINHERZ

Company:
Goldman Sachs Bank (Switzerland)

Position:
CEO

Since:
2025

Influence: ★★☆☆☆

Outlook: ★★★★☆

Pascal Meinherz heads Goldman Sachs Bank in Zurich and its Private Wealth Management business for Swiss and international clients. After several years at Credit Suisse, he moved to Goldman Sachs in 2020 with three colleagues and helped build the German client business as co-head. Before entering banking, the University of St. Gallen graduate competed in Nordic combined as a member of the Swiss national squad until 2006. In Zurich, he succeeded Dominique Wohnlich.

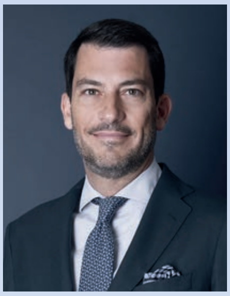
Influence

Meinherz leads a business that is small but distinctive. Goldman Sachs has operated in Zurich since 1974, but its model is deliberately narrow: only ultra-wealthy private clients, 20 to 30 relationships per advisor, significant exposure to private markets and direct access to investment banking. The Wealth Management Summit in Zurich drew attention when Meinherz received two WealthSummit Awards: for best private bank and fastest-growing private bank among large institutions. The result was a wake-up call: Switzerland's best private bank is American.

Outlook

Meinherz benefits from the gains US banks have made in Switzerland's ultra-high-net-worth business since the collapse of Credit Suisse. His standing depends on establishing an American model in a market that rewards restraint and long client relationships. He combines entrepreneurial clients, capital-markets expertise and product breadth more tightly than most local competitors, but works within a structure whose priorities are set in New York. The starting point also needs perspective, because high growth rates are easier to achieve from a narrow base. If he confirms the awards over several years, he becomes a name other institutions will want to poach.

NICOLAS MIRABAUD



Company:
Mirabaud

Position:
Managing Partner

Since:
2019

Influence: ★★☆☆☆

Outlook: ★★★☆☆

Nicolas Mirabaud represents the seventh generation of the Geneva banking family behind the firm founded in 1819. He joined the group in 1999 and has now spent more than a quarter of a century within the institution. A Managing Partner since 2019, he leads wealth management and is part of the leadership of Mirabaud & Cie. His education combines law and finance: a master's degree in business law from the University of Paris X, an MBA from Central European University and the AZEK diploma for financial and investment experts.

Influence

Mirabaud's influence rests on a rare dual role: he is both co-owner and operational head of the group's most important business. As Head of Wealth Management, he shapes relationships with entrepreneurial families and wealthy private clients across Europe, Latin America, Canada and the Middle East. The partners invest their own wealth according to the same principles applied to client assets – an alignment of interests Mirabaud uses as a strength. With slightly more than CHF 32 billion in client assets, the firm is not an industry giant, but its tradition, independence and network give it considerable weight.

Outlook

Nicolas Mirabaud is likely to gain further influence within the partnership as the firm seeks to combine family tradition with the requirements of a modern private bank. At the center of that effort is the largest technology overhaul in Mirabaud's history. At the same time, he must help reinforce trust in the institution. For a bank of this size, the recurring strategic challenge is how to fund the necessary investment in compliance and digitalization without weakening or ultimately sacrificing independence. Mirabaud's test is therefore to modernize the firm while preserving the identity that has defined it for generations.

ADRIAN NÖSBERGER

Company:
Schroder & Co Bank

Position:
Board Member, Chairman Designate

Since:
2026

Influence: ★★☆☆☆

Outlook: ★★★☆☆

Adrian Nösberger is not a traditional banker by training but an ETH Zurich engineer specializing in industrial and production science. After working as a consultant at McKinsey, he moved into banking at Julius Baer and later led Swiss private banking at Bank Leu and Clariden Leu. In 2013, he became CEO of Schroder & Co Bank in Zurich and shaped the business for almost 13 years. In early 2026, he moved from the executive role to the board and has been designated as its future chairman. His entrepreneurial instinct appeared early: as a student, he launched "Happy Date", an early analogue dating service.

Influence

Nösberger's influence extends well beyond Schroders. As president of the Association of Foreign Banks in Switzerland, he represents more than 80 institutions employing over 16,000 people in discussions with authorities, politicians and financial-center bodies. He also serves on the board and board committee of the Swiss Bankers Association and on the board of Economiesuisse. He therefore connects the interests of major banking groups with Switzerland's most important economic-policy institutions. Since the collapse of Credit Suisse, this role has become more important: foreign banks provide competition, international reach and alternatives to the dominant UBS.

Outlook

The move to Schroder & Co Bank's board marks a new phase in Nösberger's career. At the same time, he is broadening his network: since 2026, he has served on the board of Swiss real-estate company Novavest and on the advisory board of Titanbay, a British startup that develops software for private-markets investments. His most demanding task remains industry politics. He must ensure that foreign banks are heard in a UBS-dominated Switzerland. Digitalization, artificial intelligence, cyber risk and rising compliance costs also require clear answers. His influence is therefore likely to become broader, more political and less operational.

ALEX OBERHOLZER

Company:
Credinvest Bank

Position:
CEO

Since:
2021

Influence: ★☆☆☆☆

Outlook: ★★★☆☆

Alex Oberholzer was born in Zurich but grew up in Ticino. After studying at Mount Allison University in Canada, he gained professional experience in Lugano, London and Zurich, including as a precious-metals trader. At 28, he deliberately chose not to pursue a career in a large corporation. He joined Ticino-based Credinvest in 2014 with a business idea centered on open trading platforms, structured products and actively managed certificates. The new unit quickly became profitable and developed into an important growth engine. Today, Oberholzer is CEO of the independent Lugano bank.

Influence

Oberholzer's influence derives less from the size of Credinvest than from its specialized business model. The bank combines private banking with institutional services, trading, custody and platform solutions for external asset managers, family offices and other banks. Since 2014, he has been one of the principal architects of this interface; within three years, client assets doubled. He has also promoted an open leadership culture built around collaboration, rapid decision-making and technology. This has made him one of the more visible representatives of a renewed, entrepreneurial financial sector in Ticino.

Outlook

Oberholzer wants to develop Credinvest through organic growth, selected investments and partnerships. The acquisition of almost 20% of Lugano-based Carthesio, active in asset management and financial advice, underlines the ambition to build a broader platform in Ticino. At the same time, Oberholzer wants to expand in Zurich, accelerate digitalization and launch new products with strict compliance, cyber resilience and solid capitalization. The central test is whether Credinvest can preserve its speed and human culture.

PATRICK ODIER

Company:
Lombard Odier

Position:
Chairman

Since:
2022

Influence: ★★★★★

Outlook: ★★★★☆

Patrick Odier represents the sixth generation of the Geneva banking family behind Lombard Odier. After studying economics in Geneva and earning an MBA in finance from the University of Chicago, he joined the bank, founded in 1796, in 1982. He became Managing Partner in 1986 and Senior Managing Partner in 2008, leading the group until the end of 2022 as its principal unifying figure. Today, he chairs the supervisory board. His profile combines family tradition, international education and four decades of leadership, and his voice continues to carry considerable weight across Switzerland's financial center.

Influence

Odier's influence extends far beyond Lombard Odier. From 2009 to 2016, he chaired the Swiss Bankers Association and represented the financial center through the aftermath of the global financial crisis, the international tax dispute and the end of Switzerland's traditional offshore model. Today, as president of Swiss Sustainable Finance and chairman of Building Bridges, he helps shape the debate on directing capital toward the transition to a more sustainable economy. His influence rests on a rare combination of ownership responsibility, industry leadership, an international network and access to policymakers and investors.

Outlook

Operational leadership has passed to Hubert Keller and the current generation of partners, but as chairman of the supervisory board and a prominent advocate of sustainability, Odier remains an important influence within the bank. He is also helping guide Lombard Odier through generational change, technological renewal and reputational pressure. His wider commitments bear directly on the credibility of the financial industry: sustainable investments must deliver measurable impact and returns without becoming vulnerable to accusations of greenwashing or ideological overreach.

ENNA PARISET

Company:
BNP Paribas Switzerland

Position:
CEO

Since:
2023

Influence: ★☆☆☆☆

Outlook: ★★★☆☆

Enna Pariset is responsible for BNP Paribas's Swiss activities, serving as Head of Territory since 2022 and CEO of the Swiss bank since 2023; she also leads Corporate & Institutional Banking. Before BNP Paribas, Pariset worked at the World Bank and J.P. Morgan. Within the group, she previously led global investment banking for metals and mining. She is vice-president of the Association of Foreign Banks in Switzerland and represents the association on the board of the Swiss Bankers Association.

Influence

Pariset's role is effectively that of a local governor with a dual mandate. BNP Paribas operates in Geneva, Zurich and Lugano, but in Switzerland it is not a traditional private bank: it combines corporate and capital-markets activities with wealth management and asset management. Following the collapse of Credit Suisse, the group has invested in precisely these areas. At the same time, the Swiss subsidiary has been converted legally into a branch of the Paris parent, reducing rather than expanding local autonomy. Pariset's industry-association roles therefore provide her with an independent voice in financial-center policy and make her visibility less dependent on the group structure.

Outlook

Pariset is one of the few women leading a foreign bank in Switzerland, and her role requires negotiation in two directions: toward a market that has offered foreign banks opportunities not seen for years following the reorganization of corporate banking, and toward a headquarters that now has greater influence after the conversion into a branch. Her profile as a bridge-builder will hold only if success in individual segments develops into a durable market position. If it does, Pariset will strengthen her case for a role within the group; if not, she remains the manager of a position defined elsewhere.

GABRIELA PAYER

Company:
Sygnum

Position:
Chairwoman; Other Mandates

Since:
2025

Influence: ★★★☆☆

Outlook: ★★★★☆

Gabriela Maria Payer has chaired Sygnum Bank since June 2025, after serving in the role on an interim basis from September 2024. She had previously been vice-chairwoman of the board since 2018. Earlier in her career, Payer held senior global roles at UBS, where she helped build e-banking, led human resources and served on the Group Executive Board. She also worked at IBM, American Express and the Swiss Finance Institute. Payer holds a doctorate from the University of Zurich and runs the consultancy Payerpartner. Since late 2025, she has additionally served on the board of Helvetia Baloise.

Influence

As chairwoman of Sygnum, Payer oversees the strategy, governance and leadership of a regulated crypto bank that already reaches a significant share of the Swiss market through partner institutions and is also successful internationally. Her importance is further strengthened by her new role at Helvetia Baloise, where she chairs the nomination and compensation committee. She therefore contributes to key decisions on senior leadership, remuneration and succession at two heavily regulated financial institutions. Her network spans established banks, insurance and education through to the crypto sector.

Outlook

Payer's task is to help Sygnum evolve from a successful pioneer into a durable international bank. Growth across Europe, Asia and the Middle East must be supported by capital strength, compliance, cyber defense and a robust risk culture. That is a major challenge. At the same time, the firm must not lose its technological speed. Artificial intelligence, tokenization and new blockchain-based products create opportunities. Her success will be measured by whether innovation and trust can scale together. The Helvetia Baloise mandate should also not be underestimated in conceptual or cultural terms.

LUCA PEDROTTI

Company:
UBS

Position:
Regional Director UBS Ticino

Since:
2015

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Luca Pedrotti has followed an unusual career path: before becoming a banker, he played professional football for Grasshoppers, FC Lugano and FC Locarno. In 1989, he began as an intern at the then Swiss Bank Corporation in Locarno, working part-time at the securities counter. He later assumed responsibility for southern European and emerging markets, including Israel, Turkey and Africa. Pedrotti has led UBS in Ticino since 2015 and was appointed Group Managing Director in 2017. He also holds qualifications in financial analysis and wealth management as well as an Executive MBA.

Influence

Pedrotti is the face of Switzerland's largest bank in a region with its own distinct culture. Ticino's financial center is relationship-driven, Italian-speaking and traditionally wary of directives from Zurich; credibility there requires strong local roots rather than corporate language. As regional director, he coordinates the bank's divisions and maintains relationships with companies, wealthy clients, universities and political figures. Following the Credit Suisse takeover, he was confirmed in his role in 2023 and given an important part in bringing together two institutions with deep historical roots in Ticino. His influence rests on long experience at UBS, regional credibility and proximity to Group CEO Sergio Ermotti, who comes from the same canton.

Outlook

Following the migration of Swiss clients in spring 2026, Pedrotti faces the more thankless work: creating a common culture from merged branches and teams, retaining clients and delivering synergies while the bank must continue to demonstrate local proximity. The role is exposed because criticism of the enlarged UBS in Ticino lands with him, while praise goes to Zurich. If he manages that balance, he will reinforce his reputation as an effective bridge between the group and the region. There is little indication that he seeks a broader mandate; his career may well end in Ticino, where it began, apparently by choice.

ALBERTO PETRUZZELLA

Company:
Cornèr Bank / Associazione Bancaria Ticinese

Position:
Board Member / President

Since:
2017

Influence: ★★★★☆

Outlook: ★★★★☆

Alberto Petruzzella is a lawyer, former major-bank executive and one of the key institutional figures in Ticino's financial center. After studying in Lausanne and completing training at INSEAD, he spent seven years at UBS and 18 at Credit Suisse. Since 2017, he has served on the board of Cornèr Bank while simultaneously chairing the Associazione Bancaria Ticinese (ABT). He also leads the Centro Studi Villa Negroni training institute in Vezia and holds mandates at Fidinam and the Rex Group. Until 2023, he chaired the University of Applied Sciences and Arts of Southern Switzerland (SUPSI) for almost a decade.

Influence

Petruzzella is an important intermediary and networker in economic and financial-center policy. As chairman of the ABT, he represents Ticino's banks in discussions with the cantonal government, FINMA, the Swiss Bankers Association and the wider public; in 2026, he was confirmed in the role through 2029. His board position at Cornèr Bank links him to one of the region's most important independent institutions. His extensive involvement in education adds another dimension, allowing him to influence not only regulation and location policy but also the development of the next generation of banking professionals.

Outlook

Petruzzella's influence is likely to grow further because Ticino's financial center needs a strong common voice and has experienced a significant upswing since the end of the pandemic. Lugano is positioning itself as a European blockchain center. His agenda centers on generational change in the industry, competition for qualified specialists, digitalization and artificial intelligence, as well as the lack of offshore access to the Italian and wider European market. At the same time, he warns against rules introduced for larger banks after the Credit Suisse debacle that disadvantage smaller institutions.

FRANÇOIS PICTET

Company:
Pictet

Position:
Managing Partner

Since:
2017

Influence: ★★★☆☆

Outlook: ★★★☆☆

François Pictet represents the ninth generation of the Geneva banking family behind the firm founded in 1805. A lawyer by training, he deliberately spent the early part of his career outside the family business, working at UBS in New York, Credit Suisse in Zurich, in microfinance and sustainable investing, and at private-equity firm AEA Investors in London. He joined Pictet in 2015, later led the Pictet Investment Office and was admitted to the partnership in 2021. Today, he is one of seven managing owners and co-head of wealth management. His family name is both an advantage and a responsibility.

Influence

Pictet combines a prominent family name with genuine ownership power. His particular strengths lie in Asia, the Middle East, private assets and the management of complex family wealth. He represents a private bank that seeks growth not through acquisitions or a pursuit of volume, but through advice, investment quality and long-term relationships. His influence therefore rests less on public visibility than on access, trust and the ability to manage relationships across generations. That gives him discreet but considerable power.

Outlook

François Pictet is likely to gain further influence within the partnership and help shape the firm's future philosophy. His challenge is to accelerate organic growth without weakening Pictet's high client threshold, conservative balance sheet or partnership culture. At the same time, geopolitical fragmentation, increasingly mobile entrepreneurial families, private markets and new technologies are reshaping the industry. Compliance and trust also remain central after earlier legacy issues. His success will be measured by whether Pictet can become more international and more modern while preserving the stability and continuity associated with the family name since 1805.

MARC PICTET

Company:
Pictet

Position:
Senior Managing Partner

Since:
2024

Influence: ★★★★★

Outlook: ★★★★☆

Like his cousin François, Marc Pictet represents the ninth generation of the Geneva banking family. After studying in the United States, he began his career in 1996 as a financial analyst at Prudential Investments and later worked at Sal. Oppenheim in Cologne. He joined Pictet in 2001 and became a Managing Partner in 2011. He subsequently led Asset Services as well as Technology and Operations and is widely regarded as an architect of the group's technological modernization. In July 2024, he succeeded Renaud de Planta as Senior Managing Partner and now leads the seven-member partnership.

Influence

As Senior Managing Partner, Marc Pictet sets the partnership's agenda but must reach decisions by consensus with the six other co-owners. His influence extends far beyond private banking: he has shaped technology, infrastructure and major strategic projects and today leads a group with CHF 757 billion in assets under management. He took over in favorable conditions, as international wealth clients sought independent alternatives following the demise of Credit Suisse and few names carried comparable credibility. That comes with obligations.

Outlook

Pictet's strategy through 2030 targets stronger growth in Asia, private assets and technology. Artificial intelligence is expected to improve investment processes and advice without weakening the personal client relationship. Marc Pictet's most delicate task is to balance expansion with tradition. As a family member, he is watched from all sides, and mistakes are likely to count more heavily than they would for a hired chief executive. If he succeeds, he could become the leading representative of Geneva's private-bank model. The open question is whether he will simply preserve the institution or give it a distinctive strategic signature of his own.

FRANCO POLLONI

Company:
EFG

Position:
Head of Switzerland & Italy

Since:
2018

Influence: ★★★☆☆

Outlook: ★★★★☆

Franco Polloni combines tax expertise with more than three decades of private-banking experience. After studying economics at the University of Zurich, he began his career in 1993 at EY, moved to Coopers & Lybrand/PwC and later joined Banca del Gottardo. He subsequently served on the executive bodies of BSI and Banca del Ceresio. Since 2017, he has headed EFG International's Swiss and Italian markets. He also sits on the Global Business Committee and the executive board of EFG Bank. Additional qualifications as a tax expert, trust and estate practitioner and financial planner further shape his profile.

Influence

Switzerland and Italy are by far EFG International's most important markets, making Polloni a major counterweight to the group's international expansion. Under his leadership, the bank strengthened its Swiss presence with new offices in Gstaad and St. Moritz and gained markedly greater visibility in private banking. Polloni is known both for close client relationships and for a dense network across Ticino and Zurich. Within the industry, he has a reputation for giving relationship managers comparatively broad entrepreneurial freedom without relinquishing ultimate control.

Outlook

After EFG International surpassed CHF 200 billion in client assets, Polloni must now translate growth into durable earnings. Particularly demanding are the integrations of Geneva-based Cité Gestion and Quilvest Switzerland, acquired in 2026, a Zurich private bank specializing in wealth management and wealth planning with a multi-family-office focus. At the same time, EFG's strategy through 2028 calls for numerous new relationship managers, lower costs and higher profitability. Polloni's task is to expand without diluting risk culture, compliance, service quality or the entrepreneurial DNA of the firm.

KIM-ANDRÉE POTVIN

Company:
Banque Bonhôte

Position:
CEO

Since:
2025

Influence: ★☆☆☆☆

Outlook: ★★☆☆☆

Kim-Andrée Potvin leads Banque Bonhôte, founded in Neuchâtel in 1815, and is one of the relatively few women heading a Swiss private bank. The Canadian, a graduate of McGill University, spent 17 years at BNP Paribas, most recently as COO of the Swiss business, with assignments in France, Luxembourg and Switzerland. Earlier, she worked at Accenture in Paris and later at Landolt & Cie and impact-investment platform Bamboo Capital. Potvin joined Bonhôte as COO in 2024 and succeeded Yves de Montmollin, who had led the bank for 10 years and is now vice-chairman.

Influence

Potvin operates within a clearly defined framework. Bonhôte has seven locations and is one of the relatively few Swiss financial institutions with B Corp certification, which assesses social and environmental performance across the business model. Its core is traditional wealth management for private clients and wealthy families, complemented by two distinctive areas: its own real-estate fund and services for external asset managers. Potvin has reshaped the executive board and delegated operations and client service to other leaders, signaling an intention to put her own stamp on the institution. Strategic boundaries remain set by a board chaired by majority shareholder Jean Berthoud.

Outlook

Potvin brings large-group operational experience into a boutique environment, an unusual combination that can work in both directions: she can introduce structure where personal proximity has historically been sufficient, or clash with a culture accustomed to short decision paths. The path is narrow because smaller banks bear regulatory and technology costs without scale economies, qualified advisors are difficult to find and the real-estate fund concentrates considerable exposure in a single market. If Potvin can deliver visible progress in growth and platform quality, her standing will extend beyond Neuchâtel and she will become one of the reference figures for women in banking.

GIORGIO PRADELLI

Company:
EFG

Position:
CEO

Since:
2018

Influence: ★★★★☆

Outlook: ★★★★★

Giorgio Pradelli grew up in Turin and studied economics and business administration there. He began his career at Deutsche Bank in 1991, taking on management roles in the Italian private-client business as well as in Frankfurt and London. He first joined the EFG group in 2003, helped take it public and later led the international business of Greece's Eurobank. Pradelli returned to EFG International in 2012 as chief financial officer, became deputy CEO in 2014 and has led the bank since 2018. In September 2026, he is due to become chairman of the Swiss Bankers Association.

Influence

Pradelli has transformed EFG International from a bank burdened by legacy issues into one of Switzerland's faster-growing private banks. He stabilized the group after the difficult integration of BSI and established a growth model based on continuous recruitment of relationship managers and selective acquisitions. When he assumes the presidency of the Swiss Bankers Association on September 17, 2026, he will relinquish his other industry-association roles, while remaining a board member of the Swiss-American Chamber of Commerce. The combination of EFG's renewed performance and his new industry mandate places Pradelli firmly among Switzerland's most influential bankers.

Outlook

Pradelli faces the most demanding constellation of his career: keeping an internationally active private bank on a growth path while simultaneously chairing the umbrella association for Swiss banks, which is in the midst of a fundamental debate. At EFG International, Pradelli begins the 2026-2028 strategy cycle from a position of strength. As future president of the Swiss Bankers Association, he will have to reconcile the heterogeneous interests of the industry and turn them into a financial-center strategy with which Switzerland can compete and hold its own internationally.

DURI PRADER

Company:
Lienhardt & Partner

Position:
CEO

Since:
2014

Influence: ★★★☆☆

Outlook: ★★☆☆☆

Duri Prader is both a lawyer and a banker. After studying in Zurich and completing a doctorate in corporate law, he began his career in investment banking at SBC Warburg. He later led Bank Leu's family-office business and spent around 10 years heading Vontobel's Swiss private banking activities. In 2013, he joined Lienhardt & Partner as Managing Partner and has served as CEO since 2014, with responsibility for wealth management and real estate. Prader combines capital-markets expertise, advisory experience, entrepreneurship and close ties to Switzerland's mid-sized corporate sector.

Influence

Prader's influence derives less from the size of Lienhardt & Partner, founded in Zurich in 1868, than from its distinctive ownership and business model. The bank has more than 500 shareholders, while the Lienhardt family retains significant influence and Christian Lienhardt chairs the board. As CEO and Managing Partner, Prader leads an institution active in wealth management, real estate, retirement planning and over-the-counter trading. It offers a regionally rooted, well-capitalized and entrepreneurial alternative to the more standardized propositions of large banking groups.

Outlook

Prader's challenge is to take Lienhardt & Partner's distinctive model into its next phase. Growth is expected primarily from private banking, retirement solutions and real estate rather than from a more aggressive lending strategy. At the same time, the bank must continue investing in technology, cyber resilience and regulatory quality without stretching its cost base. The decisive question is whether it can expand while preserving personal advice and regional proximity. Margin pressure and the need for durable long-term succession within the leadership team add further complexity to the task.

PRINCE MAX VON UND ZU LIECHTENSTEIN

Company:
LGT

Position:
Chairman

Since:
2021

Influence: ★★★★★

Outlook: ★★★★★

Prince Max von und zu Liechtenstein chairs LGT Group and is one of the defining owner figures in European private banking. As a member of the princely family, he represents the combination of family wealth, long-term ownership and international wealth management. He led the group as CEO from 2006 and has served as chairman since 2021, while Olivier de Perregaux runs private banking, LGT's largest business, on an operational basis. Prince Max's profile spans private banking, asset management and impact investing, underpinned by direct entrepreneurial responsibility.

Influence

Prince Max embodies a model that is difficult to replicate: a bank owned by a princely family that invests its own wealth according to the same principles offered to clients. The clearest expression is the "Princely Strategy," in which the family was a founding investor in 1998 and in which clients and employees can invest alongside the family. The proposition has been particularly successful in Asia, where newly wealthy families want to understand how a house preserves wealth across centuries. LGT is not Swiss in the strict sense, but it is an important competitor in Switzerland's private-banking market.

Outlook

Unlike his elder brother, Hereditary Prince Alois, who handles the principality's affairs of state, Prince Max is not destined for the throne. His responsibility is the family wealth, and that division of roles is likely to endure. His time horizon therefore differs fundamentally from that of an external bank chairman: he will not step down so much as hand over – when and to whom is decided within the family. As the group becomes larger and more international, his contribution is likely to shift further from entrepreneurship toward safeguarding culture, capital and continuity.

NOEL QUINN

Company:
Julius Baer

Position:
Chairman

Since:
2025

Influence: ★★★★☆

Outlook: ★★★☆☆

Noel Quinn has chaired Julius Baer Group since May 2025 and is one of the world's most experienced bank leaders at the head of a Swiss private bank. The British executive spent 37 years at HSBC, serving as Group CEO from 2020 to 2024. During that period, he radically reshaped the bank through exits from the United States, France and Canada, a job-cutting program and a shift of capital toward Asia. At Julius Baer, he succeeded Romeo Lacher, who did not stand for re-election following losses linked to Austrian financier René Benko's property empire.

Influence

Quinn took over the chairmanship amid the restructuring that followed the most serious failure in Julius Baer's recent history. Loans to the Signa group were written off in full in 2024, and further impairments in the loan book followed a year later. The bank remains Switzerland's largest listed pure-play wealth manager but must rebuild trust and redefine its risk culture. With CEO Stefan Bollinger, a new chief financial officer and several new directors, the leadership now has a markedly Anglo-Saxon profile. Former FINMA director Urban Angehrn was added to the board as a counterweight.

Outlook

Quinn did not need this role, and that is precisely what defines his position: having led one of the world's largest banks, he relies on authority rather than ambition as chairman of a Swiss private bank. His contribution lies in oversight, culture and capital-market discipline, not day-to-day management, and his time horizon is limited because chairmanships of this kind rarely extend beyond a restructuring phase. If Julius Baer returns to growth under the new leadership team, that will validate his personnel decisions, above all the appointment of Stefan Bollinger. If it does not, the question of responsibility will be directed at him.

SIMON RAHN

Company:
Rahn+Bodmer Co.

Position:
Partner

Since:
2026

Influence: ★☆☆☆☆

Outlook: ★★☆☆☆

Simon Rahn represents a rare generational transition in Swiss private banking. A lawyer by training, he gained experience from 2019 at Zurich private bank Rahn+Bodmer and later at Credit Suisse and Vontobel, including in New York. He returned to the family firm in 2024 as a client advisor. Since January 2026, he has been a partner with unlimited liability and the first representative of the fifth Rahn generation to join the leadership of the private bank founded in 1750. His father Christian and uncle Peter stepped back at the same time.

Influence

Rahn's influence derives less from scale than from personal liability and ownership responsibility. As one of four partners, he shares responsibility for a bank with around 200 employees and approximately CHF 18 billion in client assets. He also remains directly involved in client advice – proximity rather than managerial distance is part of the firm's business model. Since 2025, he has served on the board of the Zurich Bankers Association, taking on a public role for the financial center. His influence, including beyond banking, is therefore likely to grow gradually.

Outlook

Rahn faces the most difficult task in any family business: succeeding his father and uncle while demonstrating that the family name accompanies, rather than substitutes for, professional qualification. The starting position is more favorable than during earlier generational transitions because, after the collapse of Credit Suisse, clients are seeking institutions built around personal responsibility. How far he can sustain his engagement beyond the traditional Zurich client base will depend on whether he can open the bank to younger wealth holders without abandoning its restraint.

LAURENT RAMSEY

Company:
Pictet

Position:
Managing Partner

Since:
2016

Influence: ★★★☆☆

Outlook: ★★★☆☆

Laurent Ramsey has been a partner of Geneva-based Pictet since 2016 and is a prominent figure in Swiss asset management. He joined the group in 1993, working in Geneva, Hong Kong and Singapore before helping to build its fund business, which he later led as co-CEO of Pictet Asset Management. In early 2024, he moved to chair that unit's board and relinquished day-to-day operational leadership. His career combines global distribution, institutional client coverage, Asian experience and sustainable investing with the partnership culture of this Geneva partnership.

Influence

Ramsey's influence lies at the intersection of asset management and institutional investors. Pictet is one of the few Swiss private banks with a genuinely global investment platform, established thematic expertise and strong international credibility among professional investors. Over the years, Ramsey has shaped distribution, ESG positioning and the development of the investment business. His reach therefore extends beyond the firm itself, as asset management, sustainable investing and institutional client relationships are areas in which Switzerland's international standing as a financial center is particularly visible.

Outlook

The move to chair Pictet Asset Management's board marks Ramsey's transition from doer to "elder statesman," and such transitions are rarely reversible. As a partner, he remains involved in the partnership's decisions, but he has relinquished direct operational authority. What remains is interpretive authority based on long experience. Additional visibility is therefore likely to come less from new internal roles than from external mandates and committees. For a partner who rose through the same firm over more than three decades, that is a consistent final phase of his career.

CHRISTOF REICHMUTH

Company:
Reichmuth & Co Privatbankiers

Position:
Chairman

Since:
2015

Influence: ★★★☆☆

Outlook: ★★★☆☆

Christof Reichmuth chairs the board of Reichmuth & Co Privatbankiers in Lucerne and is one of three partners with unlimited liability, alongside his brother Remy Reichmuth and Jürg Staub. He founded the firm with his father, Karl Reichmuth, in 1996; two years later, they obtained a banking license. Christof Reichmuth led the bank operationally until the mid-2010s, after which Staub assumed day-to-day management, followed by Remy Reichmuth in 2021. The firm's legal structure is central to its identity: the partners bear unlimited personal liability for the bank.

Influence

Reichmuth belongs to a professional group that has become exceptionally rare. The Swiss Private Bankers Association now comprises only five firms: Reichmuth & Co, Baumann & Cie, Bordier & Cie, E. Gutzwiller & Cie and Rahn+Bodmer. Personal liability gives Reichmuth a particular authority in industry debates that does not derive from balance-sheet size. He uses that position assertively, contrasting personal liability with the regulatory logic applied to the wider industry and speaking on monetary policy, debt and real-asset investments, including abroad. The Reichmuth & Co Lectures at the University of Lucerne further anchor his standing in central Switzerland.

Outlook

Reichmuth chose an unusual path: he handed over operational leadership early while remaining responsible as a personally liable partner and chairman. That makes him independent of conventional career logic but binds him permanently, because unlimited liability is not something one can resign from. His task is therefore less entrepreneurial than dynastic: to prepare the third generation and pass on the culture of a business model that cannot function without personal conviction and commitment. He will be judged on that, not on growth or mere numbers. Private bankers think in generations.

CHRISTEL RENDU DE LINT

Company:
Vontobel

Position:
Co-CEO

Since:
2024

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Christel Rendu de Lint has co-led the Zurich investment firm Vontobel with Georg Schubiger since the beginning of 2024. An economist with a doctorate from London Business School, she began her career as a research economist at Morgan Stanley in London and later worked as a portfolio manager at Pictet in Geneva before heading the fixed-income business at Union Bancaire Privée. She joined Vontobel in 2021 as Head Investments and moved into the top role three years later. She also serves on the boards of the Swiss Finance Council and the Asset Management Association Switzerland.

Influence

Rendu de Lint's investment background is her principal differentiator. She brings experience in fixed income, asset management and global portfolio management to a firm whose reputation rests heavily on investment expertise. Her role sits within a dual-leadership structure in which she represents the investment side of the business, while Georg Schubiger brings the perspective of traditional wealth management. The arrangement initially attracted some skepticism, and the industry continues to watch the pair closely. Its long-term durability has yet to be fully demonstrated.

Outlook

Rendu de Lint's position contains an inherent tension: shared leadership means there is no single final decision-maker, while accountability falls on both co-CEOs when performance comes under pressure – and ultimately on chairman Andreas Utermann, himself an experienced asset-management executive. As one of the few women leading a listed Swiss financial institution, she also attracts greater scrutiny. If the co-CEO model proves successful, she would be an obvious candidate for a sole chief-executive role, at Vontobel or elsewhere.

HANSPETER RHYNER

Company:
Zuger Kantonalbank

Position:
CEO

Since:
2021

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Hanspeter Rhyner is an experienced cantonal-bank executive whose career began at Credit Suisse and later took him to Zürcher Kantonalbank. From 2013 to 2021, he led Glarner Kantonalbank, which under his leadership was twice named Switzerland's most digital bank, supported by innovations such as the Hypomat online mortgage platform. Not every initiative endured: the bank later discontinued its Investomat robo-advisor because of limited demand. Since February 2021, Rhyner has been CEO of Zuger Kantonalbank (ZGKB), which is listed on SIX Swiss Exchange, succeeding Pascal Niquille.

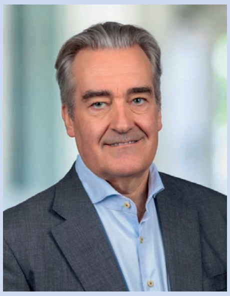
Influence

Rhyner's influence is concentrated primarily in the Zug area. Majority-owned by the canton and backed by a state guarantee, ZGKB plays a central role for private clients, SMEs and real-estate financing in the region, although it remains a mid-sized institution nationally. Its home market nevertheless offers unusual advantages: Zug has a high concentration of companies, a substantial international population and Crypto Valley on its doorstep. Rhyner therefore enjoys enviable conditions. He also serves on the boards of the Association of Swiss Cantonal Banks and the Pfandbriefzentrale of the Swiss Cantonal Banks.

Outlook

In Zug, Rhyner faces the same question as in Glarus, but in a far stronger home market: whether, as a digitalizer, he can also achieve the advisory depth and scale required in the investment business. In Glarus, he built a reputation as an innovator but did not achieve a comparable breakthrough in investments. If he can do so at ZGKB, he will be regarded as the cantonal banker who has twice shown that regional institutions can be pioneers. If not, his tenure will be judged solid but not particularly defining. In either case, he remains a natural candidate for broader roles within the cantonal-banking sector.

RETO RINGGER



Company:
Globalance Bank

Position:
Founder & CEO

Since:
2011

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Reto Ringger was a pioneer long before sustainability became fashionable. In 1995, he founded SAM Sustainable Asset Management in Zurich, the world's first specialist in sustainable investment, launched the first corresponding fund in 1997 and, together with Dow Jones, the Dow Jones Sustainability Index in 1999. Dutch asset manager Robeco acquired a majority stake in SAM in 2006 and later the entire firm; the ratings business was transferred to S&P Global in 2020. In 2011, Ringger founded Globalance Bank, built consistently around impact and transparency.

Influence

Ringger channels his influence through Globalance. The bank is small, but with Globalance World it has developed its own analytical tool that makes the footprint of thousands of companies visible. It also applies the Swiss Climate Scores across all assets it manages. Ringger's voice carries weight because he questioned the ESG boom early: as far back as 2022, he argued that much of it was simply labeled green, anticipating the later greenwashing controversy. He also emphasized that sustainable investments do not necessarily deliver lower returns than the market. That credibility is his capital, not the size of his institution.

Outlook

With SAM, Ringger demonstrated that he could identify an investment theme before other market participants and build a profitable business around it. He has not yet achieved the same scale on his second attempt. The bank completed a capital increase in 2023, while its 2024 annual report required a balance-sheet correction. Globalance now faces intense competition because virtually every significant financial institution offers a range of sustainable products. Ringger's reputation is unaffected and remains highly valued on committees, advisory boards and in the debate over sustainable investing.

FRÉDÉRIC ROCHAT

Company:
Lombard Odier

Position:
Managing Partner

Since:
2012

Influence: ★★☆☆☆

Outlook: ★★★☆☆

Frédéric Rochat has been a managing partner of Lombard Odier since 2012, placing him among the co-owners and senior leaders of the Geneva private bank. He joined the group in London in 2010 and assumed responsibility for the private-client business there. After studying at the University of St. Gallen, he worked in investment banking at Goldman Sachs in London and New York. Today, he leads Swiss and international private banking alongside Denis Pittet and Xavier Bonna. Within the industry, Rochat is regarded as an attentive listener with a strong understanding of financial markets.

Influence

Rochat helps shape Lombard Odier's core business: advising wealthy entrepreneurs and families in Switzerland and internationally. As a partner, he acts not merely as a manager but as a co-owner with direct responsibility for the firm's strategy. He is supporting expansion in regions including central Switzerland, Italy and the Middle East, with an emphasis on selective hiring rather than growth for its own sake. His influence derives from the combination of client insight, ownership responsibility and an international network – discreet in style, but increasingly significant well beyond Geneva.

Outlook

Rochat's near-term challenge is to accelerate growth in Lombard Odier's wealth management business without compromising the firm's distinctive advisory culture. New locations such as Zug, ambitious expansion in the Middle East and Asia, and the development of private-markets capabilities all create opportunities but also add complexity. A decisive test will be whether Rochat can win younger clients and retain the sons and daughters of existing families. Doing so will require intelligent use of technology without weakening the personal relationships on which the firm's model depends.

MARCEL ROHNER

Company:
Union Bancaire Privée

Position:
Vice Chairman

Since:
2016

Influence: ★★★★☆

Outlook: ★★★☆☆

Marcel Rohner is vice-chairman of Union Bancaire Privée (UBP) and one of the most experienced figures in Swiss banking. He gained international prominence as CEO of UBS, which he led through the financial crisis before leaving in 2009. He joined UBP's board in 2010 and has served as vice-chairman since 2016. From 2021 to 2026, he also chaired the Swiss Bankers Association, shaping the industry's financial-policy representation during one of its most turbulent periods of reorientation.

Influence

Rohner's influence rests on an unusual combination of experience. He has led a global bank through a crisis, serves on the supervisory body of an internationally active, family-controlled Geneva private bank and represented the industry nationally as Switzerland debated the consequences of Credit Suisse's collapse and the future of bank capital requirements. Few bankers bring all three perspectives. His role today is primarily institutional, supported by an extensive network, substantial board experience and a deep understanding of wealth management.

Outlook

With the handover of the Swiss Bankers Association chairmanship to Giorgio Pradelli in September 2026, Rohner's profile is shifting toward board work and institutional stewardship. At UBP, he remains an important oversight figure; additional scope to shape outcomes is likely to come through selected mandates and strategic advisory roles, notably with British fintech Titanbay. Assessments of his time at the top of UBS remain mixed. That he built a substantial second career as a board member and association chairman is remarkable in itself and speaks to his versatility.

MARKUS RONNER

Company:
UBS

Position:
Vice Chairman of the Board

Since:
2026

Influence: ★★★★★

Outlook: ★★★★☆

Markus Ronner is vice-chairman of the UBS Group board and one of the few senior Swiss bankers whose entire career has been spent within a single institution. He has worked for UBS and its predecessor organizations since 1981, holding global leadership roles in the business, control functions and internal audit. From 2018, he served on the Group Executive Board as Group Chief Compliance and Governance Officer, and in 2022 and 2023 he chaired the board of UBS Switzerland. He succeeded Lukas Gähwiler as vice-chairman of the group board.

Influence

Ronner built his influence in an area that rarely creates public prominence: the control function. Following the acquisition of Credit Suisse, he became a central figure in the integration because combining two control architectures was critical to the success of the entire undertaking. In the debate over future capital requirements, in which the Federal Council, the Swiss National Bank and FINMA are aligned against UBS, he maintains the bank's line of communication with the authorities. Few Swiss bankers have a comparably dense and valuable network across Bern and Zurich.

Outlook

His move to the vice-chairmanship turns the bank's former chief regulator into one of its overseers. That creates an inherent tension: the board classifies him as non-independent because he previously led the control functions, meaning he now supervises structures he helped build. At the same time, the role gives him room to shape an issue that is existential for UBS: the capital and regulatory debate. He is not competing for operational succession; his influence lies where the relationship between the bank and the state is shaped. If he can help forge a consensus, he will shape that relationship more durably than many a CEO.

BEAT RÖTHLISBERGER

Company:
Postfinance

Position:
CEO

Since:
2024

Influence: ★★☆☆☆

Outlook: ★☆☆☆☆

Beat Röthlisberger has led PostFinance since July 2024, a Swiss financial-services provider wholly owned by the state-owned Swiss Post. He brings a career focused primarily on the domestic market. He spent more than 20 years at Swiss Bank Corporation and later UBS in Basel, including as deputy head of credit risk management. He subsequently joined Basel-landschaftliche Kantonalbank (BLKB), where he led corporate banking and became deputy CEO in 2021. At PostFinance, he succeeded Hansruedi Köng after a 12-year tenure.

Influence

Röthlisberger's influence reflects PostFinance's scale and special institutional status. With millions of customers, it is systemically important, yet under the Postal Organisation Act it is not permitted to grant loans and mortgages on its own balance sheet. It therefore distributes mortgages through partners such as Valiant Bank. Röthlisberger consequently operates at an unusual intersection between commercial banking and public service, with a strategic framework that ultimately depends on political decisions. Few bank CEOs in Switzerland have their room for maneuver determined so directly by parliament.

Outlook

Röthlisberger leads an institution whose central constraint he cannot remove himself. Operationally, he has delivered: he streamlined the organization and reduced costs, measures that also involved layoffs; the response to earnings pressure also included pricing actions extending to negative interest rates for large clients. That is his position: taking unpopular decisions for an institution many people regard as part of basic public services. If the regulatory framework is broadened, he would become head of a fully fledged bank, materially increasing the significance of his role. Otherwise, he remains the manager of a model whose limits he knows.

STEFANO SALA

Company:
Vontobel

Position:
Head Southern Switzerland

Since:
2020

Influence: ★☆☆☆☆

Outlook: ★★☆☆☆

Stefano Sala has headed Vontobel's wealth management business in southern Switzerland since October 2020 and is responsible for the Italian-speaking part of the country. He previously spent 14 years at Credit Suisse, most recently as Head Wealth Planning Southern Europe in Lugano. Sala holds master's degrees in business administration and international tax law. His particular expertise lies in cross-border succession and estate planning, as well as in advising wealthy private clients and entrepreneurs.

Influence

Sala is Vontobel's key representative in Ticino, a relatively small but internationally oriented financial center. He is responsible for the firm's positioning in Lugano and Locarno and for gaining market share among wealthy private clients, entrepreneurs and external asset managers. He can draw on the capabilities of a global investment firm, but must translate them effectively into the local market. His role has become more important since the collapse of Credit Suisse, as client relationships, advisor teams and market shares in Ticino have been redistributed. Sala's network and his previous Credit Suisse experience are important assets in that environment.

Outlook

The reshaping of Ticino's banking sector presents Sala with significant opportunities. Vontobel can attract former Credit Suisse clients and experienced advisors while positioning itself as an independent alternative to UBS. Sustainable growth, however, must come not only from hiring but from trust and net new money. Sala must also navigate increasingly demanding cross-border advisory requirements with Italy, rising compliance requirements, digitalization and intense competition. His central test is whether he can convert Vontobel's global investment expertise into durable local relationships and profitable growth.

DANIEL SALZMANN

Company:
Luzerner Kantonalbank

Position:
CEO

Since:
2014

Influence: ★★★☆☆

Outlook: ★★★☆☆

Daniel Salzmann has led Luzerner Kantonalbank (LUKB) since mid-2014, making him one of Switzerland's more experienced bank CEOs. He began his career in retail banking at Swiss Bank Corporation, later UBS, and Credit Suisse. In 2003, he joined the executive board of Bank Coop before moving to LUKB in 2004, where he assumed responsibility for private and corporate clients. Salzmann also chairs the board of card-services provider Viseca and serves on the boards of the Swiss Bankers Association and the Association of Swiss Cantonal Banks.

Influence

LUKB is one of Switzerland's larger cantonal banks. The majority of the population and around half of the canton's companies are clients. Under Salzmann, the institution stands for continuity while taking an unusually progressive approach to digital assets. Since 2024, the bank has offered cryptocurrency trading and custody; it subsequently became the first cantonal bank to enable crypto deposits and withdrawals and the first universal bank in Switzerland to grant Lombard loans against Bitcoin and Ethereum. For an institution otherwise associated with stability and restraint, these steps are notable. More than a decade at the top without major disruption also speaks to Salzmann's standing.

Outlook

Salzmann has reached the point at which a long tenure either becomes a legacy or dissolves into routine. LUKB's strategy through 2030, under which it aims to rank among the country's five leading universal banks, is the benchmark he has set himself; it requires a shift from mortgage lending toward the investment business – the opposite of the continuity for which he stands. His own succession is also moving into view, along with the question of whether he will shape the transition himself. His industry-association and board mandates suggest that his path will continue toward governance and strategy.

MARTIN SCHLEGEL

Company:
Swiss National Bank

Position:
Chairman of the Governing Board

Since:
2024

Influence: ★★★★☆

Outlook: ★★★★★

Martin Schlegel has chaired the Governing Board of the Swiss National Bank (SNB) since October 2024, making him one of Switzerland's most important monetary-policy decision-makers. He joined the SNB in 2003 and has held a range of senior roles, including responsibility for foreign-exchange and gold operations and leadership of the Singapore branch. Most recently, he served as vice-chairman of the Governing Board before succeeding Thomas Jordan as chairman. His profile combines expertise in monetary policy, financial stability and currency markets with the institutional restraint characteristic of the SNB.

Influence

Schlegel's decisions feed directly into the banks' income statements. The policy rate has been at zero for some time, and few questions concern retail and cantonal banks more than whether the SNB will return to negative rates. The strength of the Swiss franc, liquidity provision and supervisory issues around the enlarged UBS add to his remit. The SNB's role is deliberately indirect: it sets the framework, not market strategies, and it communicates sparingly. That restraint makes every public statement by Schlegel highly significant for the financial industry.

Outlook

In the debate over UBS's future capital requirements, Schlegel has taken a position in support of the Federal Council. The SNB has described tighter requirements as targeted and proportionate, and he has publicly rejected UBS's characterization of the measures as extreme. That places the SNB alongside Finance Minister Karin Keller-Sutter and against the financial center's largest institution – an unusually exposed position for a central bank known for restraint. Monetary-policy fine-tuning and the continuing review of the Credit Suisse crisis will also shape his agenda. As events have shown, the SNB Governing Board can become the country's most important address within days.

FLORENCE SCHNYDRIG MOSER

Company:
Zürcher Kantonalbank

Position:
Head Private Banking

Since:
2021

Influence: ★★☆☆☆

Outlook: ★★★★☆

Florence Schnydrig Moser has headed private banking at Zürcher Kantonalbank (ZKB) since May 2021 and serves on the executive board; since July 2026, she has also been deputy CEO. A mathematician from EPFL and a CFA charterholder, she spent 18 years at Credit Suisse in Zurich, Australia and Hong Kong, most recently as head of products and a member of the executive board of the Swiss unit, before leading card issuer Swisscard. As vice-president of the Advance association, she also advocates greater gender equality in the financial industry.

Influence

Under Schnydrig Moser, private banking has developed from a secondary activity into an important growth pillar for ZKB, supported by the concentration of investment expertise within her division and a clear segmentation threshold of CHF 1 million. Following the collapse of Credit Suisse, ZKB has strengthened its position as a major destination for wealthy clients. Schnydrig Moser has brought a more sales-oriented culture from Credit Suisse into a state-owned institution, an approach that has not been embraced equally across the front line. Her influence over promotions is considerable, although suggestions that women are favored in the process cannot be substantiated.

Outlook

Schnydrig Moser is among the most ambitious figures in Swiss wealth management. Her name was already discussed during the succession to Martin Scholl, and her appointment as deputy CEO places her in a strong position should Urs Baumann eventually step down. She is also regularly mentioned when independent private banks seek a CEO. For now, her task is to move ZKB's private bank closer to Switzerland's leading wealth managers, combining investment expertise with a clear ambition in the ultra-high-net-worth segment. If she succeeds, the question may increasingly become not whether she assumes greater responsibility, but where.

GEORG SCHUBIGER

Company:
Vontobel

Position:
Co-CEO

Since:
2024

Influence: ★★★★☆

Outlook: ★★★★☆

Georg Schubiger has co-led the Zurich investment firm Vontobel with Christel Rendu de Lint since the beginning of 2024. He joined Vontobel in 2012 and led its business with wealthy private clients for more than a decade. Previously, he held management roles at Danske Bank, Finland's Sampo Group and McKinsey & Company. His background combines private banking, international bank management in Europe and strategy with extensive experience of Vontobel's investment and wealth-management platform.

Influence

Schubiger represents the client-facing side of Vontobel's dual leadership. He is responsible for how the firm segments, advises and digitally serves wealthy private clients, while his co-CEO represents the investment side. Dividing leadership along the group's two core disciplines has a clear logic, but it does not answer who decides when priorities conflict. Within the bank, Schubiger has the stronger internal power base, which matters all the more in an organization with a pronounced owner culture. His McKinsey background and years in northern Europe also distinguish him from executives shaped solely by Swiss private banking.

Outlook

Schubiger faces the inherent challenge of any co-leadership structure: success tends to validate the model, while setbacks quickly raise questions about individual accountability. His own track record is closely tied to the private-client business he has led for years. That division will therefore be central to assessing whether Vontobel can generate renewed organic growth rather than rely principally on cost reductions. If he delivers, he would be an obvious candidate should the firm eventually return to a single CEO. If performance disappoints, scrutiny is likely to focus first on the structure and then on Schubiger, because the client business is its most visible component.

JÜRG STAUB

Company:
Reichmuth & Co Privatbankiers

Position:
Co-CEO

Since:
2021

Influence: ★★★☆☆

Outlook: ★★★☆☆

Jürg Staub is one of three partners with unlimited liability at Reichmuth & Co Privatbankiers in Lucerne, alongside Christof and Remy Reichmuth. He led the bank as CEO until 2021, when he handed day-to-day management to Remy Reichmuth. Since then, he has focused on entrepreneurial clients and on developing the German market. As author of the firm's publication "Check-up", he is also an important voice on investment policy. Staub therefore belongs to the small circle of Swiss bankers who continue to put their own wealth directly behind their institution.

Influence

Staub's influence derives less from the size of the firm than from a position he advocates publicly. Reichmuth & Co Privatbankiers is a niche provider by Swiss standards. Since the collapse of Credit Suisse, however, its partners have advanced an argument that reaches well beyond their own institution: banks whose partners bear personal liability should not necessarily be subject to the same regulatory logic as firms without such liability, because regulation can limit poor incentives but cannot create personal responsibility. Those who do not bear liability decide differently, as the firm's maxim has it. It is an uncomfortable position in the debate, and it gives the firm more attention than its size alone would command.

Outlook

Staub has successfully made a transition that many bank CEOs find difficult: relinquishing operational control while remaining personally accountable. His principal proving ground is now Germany, where he is directly responsible for developing the business in a highly competitive market. His role as a voice on investment policy also gives him influence beyond the client base. Because unlimited liability creates an inherently long time horizon, his contribution is likely to be measured less by another strategic overhaul than by broadening the client franchise and helping transmit the firm's culture to the next generation.

ZENO STAUB

Company:
Vontobel

Position:
Board Member

Since:
2025

Influence: ★★★★☆

Outlook: ★★★☆☆

Zeno Staub served as CEO of the Zurich investment firm Vontobel from 2011 until the end of 2023 and has been a board member since April 2025. A native of eastern Switzerland, he holds a doctorate from the University of St. Gallen, co-founded a consultancy and joined Vontobel in 2001. He subsequently served as chief financial officer, head of the investment bank and head of asset management. Staub explained his departure as CEO by a desire for greater public engagement and unsuccessfully stood for the National Council for The Centre party in the canton of Zurich in autumn 2023. He also holds several board mandates.

Influence

Staub's standing rests on more than 20 years at Vontobel and on the backing of the owner families, which explicitly supported his return to the board. The shareholder pool comprising the families and foundation retains a majority of the capital and has extended its commitment well into the 2030s. Chairman Andreas Utermann has so far involved Staub deliberately sparingly in the allocation of board responsibilities. Outside Vontobel, Staub has chaired the University Council of the University of St. Gallen since 2025 and serves on the board of industrial group Bühler.

Outlook

Staub faces the major task of reinventing himself. In his final years as CEO, the bank missed its targets, and his successors are now expected to turn the situation around. As a board member, he cannot intervene too directly in operations, but can accompany or continue to inspire the institution's development. He has made clear his ambition to have an impact beyond banking through his move into politics and his HSG presidency; politics, education and industry are where his future is likely to lie. A second operational run in banking appears unlikely, while a chairmanship outside the industry would be a natural next step.

ERIC SYZ

Company:
Syz Group

Position:
Founder & CEO

Since:
1996

Influence: ★★★★☆

Outlook: ★★★☆☆

Eric Syz, born in New York, is one of the more unconventional entrepreneurs in Swiss private banking. His financial career began in London, took him to Wall Street in 1981 and then to Lombard Odier for a decade, where he worked across institutional asset management, M&A, investment products and hedge funds. In 1996, he founded Syz Group with Alfredo Piacentini and Paolo Luban. After his co-founders departed in 2014, the Syz family took effective control. Today, Eric Syz is Group CEO and vice-chairman of the bank and remains the principal strategic force behind the firm.

Influence

Syz's significance lies in having challenged the traditional Geneva private-banking model at an early stage. Rather than relying on banking secrecy and conventional wealth management alone, he built the group around asset allocation, active investing, hedge funds and later private markets. This positioned Syz as an investment-oriented boutique with a distinctly entrepreneurial culture. As a co-owner, he combines capital commitment with strategic control. His influence is smaller than that of Switzerland's largest banks, but his voice is distinctive within Switzerland and parts of Europe. His son Nicolas now leads Banque Syz, extending the family's involvement into a second generation.

Outlook

After 30 years of building the group, Eric Syz now faces its most important transition: succession. His son Nicolas has led the bank since February 2026, while Eric remains responsible for group strategy and client development. At the same time, his other son Marc left Syz Capital to establish his own platform with Byz Partners, reflecting differing views on private markets and crypto. Eric Syz must therefore combine family continuity, clear governance and renewed growth. The decisive question is whether the group can preserve its independent investment culture while transferring authority credibly to the next generation.

HANS G. SYZ

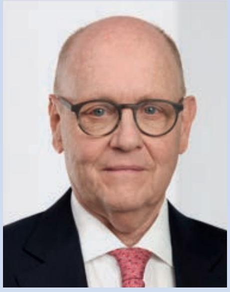
Company:
Maerki Baumann

Position:
Chairman

Since:
1997

Influence: ★★★☆☆

Outlook: ★★☆☆☆



Hans G. Syz has chaired the board of Zurich private bank Maerki Baumann & Co. since 1997 and, together with his sister Carole Schmied-Syz, represents the second generation of the owner family. His parallel career is unusual in banking: Syz trained as a cameraman and became one of Switzerland's better-known film producers, serving for many years as managing director of Turnus Film and later as majority shareholder of Condor Films. Among the best-known films he has produced are "Sennentuntschi", "Wolkenbruch" and "Friedas Fall".

Influence

Syz acts primarily as an owner rather than as a bank manager. Maerki Baumann is a relatively small institution that positions itself as an independent platform for wealth management, investment advice and external asset managers. Particularly notable is its early decision to serve clients from the crypto and blockchain sector, occupying a segment that some larger institutions have approached more cautiously. A small family-owned bank can take such decisions partly because its time horizon is not dictated by quarterly reporting. Syz's influence therefore rests on continuity, ownership and personal responsibility rather than institutional scale.

Outlook

After almost three decades chairing the board, Syz's most important remaining task is succession. An owner who has overseen a bank for so long inevitably shapes it through senior appointments and decisions about how governance passes to the next generation. As is common in institutions of this size and ownership structure, those discussions take place largely outside public view. His unusual combination of bank chairmanship and film production has also given him a perspective beyond conventional banking. His legacy is therefore likely to depend less on new strategic initiatives than on an orderly transition to the third generation.

NICOLAS SYZ

Company:
Syz Group

Position:
CEO Banque Syz

Since:
2026

Influence: ★☆☆☆☆

Outlook: ★★☆☆☆

Nicolas Syz represents the second generation of the Geneva entrepreneurial family behind Syz Group, founded in 1996. Before joining the bank in 2017, he worked at Firmenich in Paris and London and as an equity strategist at UBS in Zurich. He studied management at HEC Lausanne and finance and strategy at Sciences Po Paris. At Syz, he began in business development, took responsibility for private banking in 2019 and later led wealth management. He has been CEO of Banque Syz since February 1, 2026. His style is regarded as approachable, energetic and strongly client-focused.

Influence

Syz embodies the generational transition at one of Geneva's better-known independent private banks. As CEO, he shapes the operating business, while his father Eric remains Group CEO with responsibility for overall strategy. Nicolas therefore sits at the intersection of family continuity and entrepreneurial renewal. His influence rests primarily on his proximity to clients, advisors and entrepreneurial families, and on the ambition to position Syz as an agile alternative to larger institutions. A central challenge is to give the family name a leadership identity and strategic signature of his own.

Outlook

Nicolas Syz must demonstrate that the generational transition amounts to more than a family handover. His principal task is to accelerate profitable growth without sacrificing the bank's boutique culture or close client relationships. The group sees opportunities among entrepreneurial families, in the intergenerational transfer of wealth, alternative investments and digital assets. At the same time, lower interest rates and a strong Swiss franc weigh on revenues. Recruitment, regulation and technology add further demands. His success will depend on whether he can combine innovation, investment performance and personal advice in a consistently credible proposition.

SUSANNE THELLUNG

Company:
Zürcher Kantonalbank

Position:
Head of Private Clients

Since:
2025

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Susanne Thellung has headed the newly created Private Clients unit at Zürcher Kantonalbank (ZKB) since November 2025 and serves on the executive board. She previously led Schwyzer Kantonalbank for four years, becoming the first woman to head a Swiss cantonal bank; before that, she spent 21 years at UBS, including as regional director for central Switzerland. Her move to ZKB surprised the market, as she exchanged the CEO position at an independent bank for responsibility for one of nine business units at a larger institution.

Influence

The significance of the move lies in the scale of the new unit. ZKB reorganized its client business in November 2025, grouping private clients with assets of up to CHF 1 million within a single segment served through its extensive branch network and digital channels. Thellung is therefore responsible for one of the most important growth areas of Switzerland's largest cantonal bank. The segment was separated from the private-banking division led by Florence Schnydrig Moser, deputy CEO since July 2026 and vice-president of Advance, where she advocates gender equality in the financial industry. The two executives work closely together.

Outlook

Thellung has traded the title of CEO for greater institutional reach, and that decision must pay off. She brings what matters in the new role: experience leading an independent institution, a strong sales background and knowledge of both worlds, the smaller cantonal bank and the major bank. If she can turn the newly assembled unit into a functioning whole, she will be a natural candidate for the next generation of leaders at the top of a Swiss bank, in Zurich or elsewhere. If results disappoint, her departure from Schwyz may in retrospect be viewed as a step backward.

UMBERTO TRABALDO TOGNA

Company:
PKB Private Bank

Position:
Chairman

Since:
2005

Influence: ★★★☆☆

Outlook: ★★★★☆

Umberto Trabaldo Togna is Swiss-Italian and represents the ownership tradition behind PKB Private Bank. After studying economics and commerce at the University of Geneva, he gained early professional experience in London and New York. He joined PKB in 1985 as secretary to the board, became a member of the executive board in 1994 and later took responsibility for private banking. Trabaldo Togna led the PKB group as CEO from 2005 to 2019 and has chaired the board since April 2020. He also serves on the boards of parent company Auriga Holding and Milan-based Cassa Lombarda.

Influence

Trabaldo Togna's influence rests on a rare combination of ownership, decades of leadership experience and an extensive cross-border network. Through Auriga Holding, the Trabaldo Togna family is the sole owner of the PKB group and determines its long-term strategic direction. As chairman, and as a member of the Executive Committee and Nomination and Remuneration Committee, he has significant influence over strategy and senior appointments. He also connects PKB with Cassa Lombarda in Italy and with activities in Latin America, making him a discreet but influential figure in Ticino banking.

Outlook

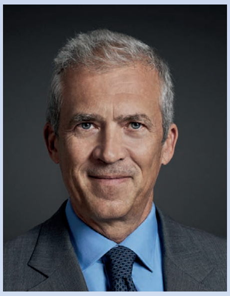
Trabaldo Togna has transferred operational leadership to CEO Luca Venturini; his central task is now to balance continuity of family ownership with professional management. PKB is expanding through Zurich, Wealth Solutions, Belvoir Capital and its Italian activities. As the platform broadens, integration, compliance and capital strength become more demanding, while generational succession within the owner family adds another dimension. The decisive question is whether PKB can continue to grow independently without weakening its family identity or risk culture. Under Trabaldo Togna, the firm has so far demonstrated an ability to develop through acquisitions.

ANDREAS UTERMANN

Company:
Vontobel

Position:
Chairman

Since:
2022



Influence: ★★★☆☆

Outlook: ★★★★☆

Andreas Utermann has chaired the board of the Zurich investment firm Vontobel since the 2022 annual general meeting, having joined the board a year earlier. The British-German executive previously served as CEO of Allianz Global Investors, the asset-management arm of the German insurance group, and before that as its global chief investment officer. Such a background is unusual for the chairman of a Swiss wealth-management bank. Utermann brings extensive experience in asset management, global investment platforms, capital markets, strategy and corporate oversight.

Influence

Utermann has substantially reshaped Vontobel's leadership structure. The departure of long-serving CEO Zeno Staub was followed by the appointment of co-CEOs Christel Rendu de Lint and Georg Schubiger, a model that initially attracted some skepticism. Soon afterwards, Staub returned to the board, prompting further questions about the balance of power between former and current management. Utermann therefore carries direct responsibility for leadership decisions that were initially viewed as experiments but are intended to balance growth, costs, risk and shareholder expectations. The task now is to demonstrate that the structure can deliver.

Outlook

Two decisions are associated directly with Utermann and expose him personally: the co-CEO structure and the return of the former CEO to the board. If the calculation works and the bank achieves the turnaround, Utermann will strengthen his position with shareholders, particularly the owner families. If momentum fails to materialize, criticism will be directed not at the structure in the abstract but at the man who initiated it: Utermann. His record will ultimately depend on whether the leadership structure he chose moves Vontobel forward and whether its reputation continues to carry weight in a new financial world.

LUCA VENTURINI

Company:
PKB Private Bank

Position:
CEO

Since:
2020

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Luca Venturini is a lawyer and private banker with strong ties to Italy. After studying law at the University of Milan, he qualified as an attorney and completed a master's degree in marketing and management at Middlesex University in London. His career progressed from multi-family-office roles to Edmond de Rothschild, where he served as CEO in Lugano as well as deputy CEO and Head of Private Banking Switzerland. He later ran Julius Baer's Lugano branch and its Italian business. Venturini joined PKB in 2019 and has led the group as CEO since January 2020.

Influence

Venturini's significance lies in having professionalized the day-to-day management of a long-established family bank while preserving its entrepreneurial independence. Under his leadership, PKB Group has evolved from a traditional private bank toward a broader wealth-management platform. Wealth Solutions, the stake in Belvoir Capital, digital-asset services with Sygnum and the Portfolio Hub all form part of that strategy. As an external CEO working alongside owner-chairman Umberto Trabaldo Togna, Venturini is the principal architect of the group's current growth model.

Outlook

Venturini must now demonstrate that PKB's growth can scale sustainably. Following strong net new money, new teams in Zurich and expansion in the DACH region, the challenge is to convert higher client assets into recurring revenues and integrate acquisitions such as Belvoir Capital. Lower interest rates put pressure on margins, while technology, cyber resilience and compliance require continued investment. His opportunity is to position PKB as a wealth-management boutique spanning Switzerland, Italy and other international markets. The test will be whether the group can grow without sacrificing agility or risk discipline.

CAMILLE VIAL

Company:
Mirabaud

Position:
Managing Partner

Since:
2012

Influence: ★★☆☆☆

Outlook: ★★☆☆☆

Camille Vial joined Mirabaud's partnership in 2012, becoming the first woman to do so at the Geneva private bank founded in 1819, and has led its Swiss banking entity as CEO since mid-2019. A mathematician from EPFL, she joined the firm in 2001 and worked in human resources, on the trading floor and for two years in London before heading portfolio management for private clients. She represents the seventh generation of the founding family and succeeded her father, Thierry Fauchier-Magnan, in the partnership.

Influence

Vial bears responsibility in the most difficult phase the firm has faced in decades. In 2024, FINMA found serious breaches of anti-money-laundering obligations, confiscated unlawfully earned profits and temporarily barred the bank from accepting new higher-risk clients. That year, Mirabaud also closed its loss-making brokerage business, leaving wealth and asset management from what had previously been a three-pillar model. The power structure changed as well: the partnership became smaller, and since 2025 Lionel Aeschlimann has been the first non-family member to lead the long-established firm as Senior Managing Partner.

Outlook

Vial is bound to an institution in a way that distinguishes her from ordinary bank executives. As a partner, she bears personal liability; as a member of the founding family, she carries the family name. Neither can be delegated or voted away. Her task is to combine a stronger compliance culture, operational renewal and family continuity while a non-family member leads the partnership for the first time. If the rebuilding succeeds, she will be the figure who led Mirabaud through the crisis, and her standing within the partnership will rise accordingly. If it fails, her generation will be held responsible if one of Switzerland's traditional private banks ultimately loses its independence.

GEORG VON WATTENWYL

Company:
Vontobel

Position:
Co-Head Structured Solutions

Since:
2025

Influence: ★★★☆☆

Outlook: ★★★☆☆

Georg von Wattenwyl has co-headed Vontobel's Structured Solutions & Treasury division with Charles Karila since the end of 2025 and is regarded as one of the undisputed specialists in this field. He joined Vontobel in 1998, held leadership roles in Europe and Asia and served as CEO of the Singapore unit until 2023, while also chairing the Swiss Chamber of Commerce and Industry there. He led the Swiss Structured Products Association for five years until 2019 and returned to the presidency in 2023.

Influence

Von Wattenwyl operates in a field in which Switzerland is a global leader and Vontobel has been exceptionally strong for years. Structured products, platform solutions and institutional distribution are central to banks, external asset managers and professional investors. His industry-association role gives him additional influence: as president, he represents providers in discussions with regulators and policymakers, giving him a voice beyond Vontobel on regulatory matters. His return to the role after his years in Asia also illustrates how thin the talent bench is in this field.

Outlook

After almost three decades at the same firm and two terms leading the Swiss Structured Products Association, von Wattenwyl has reached a stage at which experience matters more than further advancement; a broader leadership role within Vontobel is not apparent and does not seem to be his objective. His influence is likely to continue through product expertise, association work and international distribution, where he is hard to replace as an interlocutor for regulators and policymakers. Within structured products, his voice carries substantial weight; beyond that specialist field, he remains little known to the wider public.

MARIANNE WILDI

Company:
Hypothekarbank Lenzburg / Frankfurter Bankgesellschaft (Switzerland)

Position:
Chairwoman / Board Member

Since: 2025 / 2024

Influence: ★★★☆☆

Outlook: ★★★☆☆

Marianne Wildi is one of the best-known technology pioneers in Swiss banking. She joined Hypothekarbank Lenzburg as a programmer in 1984, served as CEO from 2010 to 2024 and has chaired its board since March 2025. During her tenure, she transformed a somewhat staid Aargau regional bank into an institution that attracted attention far beyond its home canton through the Finstar core-banking platform, open interfaces and early partnerships with fintechs. In September 2024, she was also appointed to the board of Frankfurter Bankgesellschaft (Switzerland).

Influence

Wildi's reputation extends well beyond the size of Hypothekarbank Lenzburg. In 2017, the bank became the first Swiss institution to open its platform through open interfaces; in 2018, it launched Switzerland's first cross-company open-banking project with fintechs Neon and Sonect; and in 2019, it supplied banking infrastructure to SEBA, then a crypto bank. Finstar is now a separate company with its own client base and broad partner network, and together with the platform business contributes more to revenues than the bank's traditional commission business. Wildi also serves on the board of the Swiss Bankers Association.

Outlook

Wildi now oversees what she herself built. Governance purists object to the long-serving CEO now chairing the board because her successor has less room to identify openly any missteps inherited from her tenure. As chair, she must now evaluate a strategic bet that is closely associated with her own era: whether Finstar can scale against providers such as Avaloq, Finnova and Temenos. Her reputation as a technology pioneer is independent of that question and continues to open additional mandates, as her appointment in Zurich shows. Beyond association work, her contribution will increasingly lie in enabling the transition to the next generation of leaders.

ANNA ZAKRZEWSKI

Company:
HSBC

Position:
COO Swiss Private Bank &
COO Private Banking EMEA

Since:
2026

Influence: ★☆☆☆☆

Outlook: ★★★☆☆

Anna Zakrzewski is among the executives who have moved from strategy consulting into operational private banking. She spent 22 years at Boston Consulting Group in Zurich, becoming a managing director and partner in 2015 and serving as global leader for wealth management. She was also one of the early authors of the widely read BCG Global Wealth Report from 2019 to 2022. After two and a half years as Group COO of Luxembourg-based Quintet Private Bank, she joined HSBC in Switzerland in 2026 – a relatively quiet move into a new and important role.

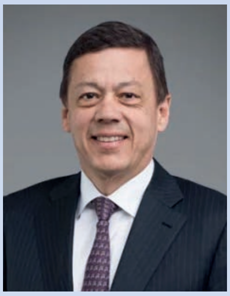
Influence

Zakrzewski's influence is currently concentrated within HSBC. Formally, the move could be seen as lateral: from the group executive board of an independent banking group to a regional mandate within a much larger organization, with a seat on the executive board of the Swiss entity. Operationally, however, the leverage is considerable. HSBC Private Bank (Suisse) is one of Switzerland's largest foreign-controlled private banks. Zakrzewski's strengths lie in transformation, business-model design and wealth-management strategy. Her position is an operational-excellence role rather than a traditional market function built around a client book.

Outlook

For Zakrzewski, the role is the hard test every consultant moving into operations eventually has to pass: no longer analyzing and recommending, but delivering. She has taken on that task at an institution that has faced heightened scrutiny since FINMA proceedings in 2024, has reduced part of its Middle Eastern client base and has experienced four CEO changes in as many years. The environment is unsettled and the need for action is obvious; both may work in her favor. If she can visibly improve efficiency and platform quality, she will strengthen her case for broader leadership roles in European wealth management.

ALEXANDRE ZELLER



Company:
Lombard Odier

Position:
Board Member

Since:
2025

Influence: ★★★★☆

Outlook: ★★★☆☆

Alexandre Zeller is one of the most experienced Swiss bankers of his generation. After three years at Nestlé, he joined Credit Suisse in 1987, later becoming head of Swiss private banking and, in 2002, CEO of Banque Cantonale Vaudoise. From 2008 to 2012, he led HSBC Private Bank for Switzerland, Europe and the Middle East, before chairing SIX Swiss Exchange and later Credit Suisse (Switzerland). He became a managing partner of Lombard Odier in 2019. Zeller stepped down from the partnership at the end of 2024 and now serves on the bank's board in a non-executive capacity.

Influence

Zeller combines an unusually broad range of experience: cantonal banking, a global bank, international private banking, financial-market infrastructure and, most recently, a Geneva partnership. At Lombard Odier, his most important lever was technology. He advanced the opening of the bank's in-house platform, cyber resilience, APIs and partnerships with fintechs including Taurus. His network reaches deep into Switzerland's financial center and international banking circles. Although his formal authority has declined since leaving the partnership, his experience, relationships and board role continue to make him an influential sparring partner.

Outlook

For Zeller, the current phase is less the beginning of another operational career than a period of influence from the boardroom. He can continue to support Lombard Odier on technology, cyber risk, governance and strategic investment – areas he helped shape as a partner. At the same time, the bank is undergoing a generational transition in its partnership and investing in its platform. His challenge is therefore to contribute experience without overshadowing the new leadership. His legacy is likely to be judged in part by the resilience and future relevance of the technological architecture he helped develop.

STEPHAN ZIMMERMANN

Company:
VP Bank

Position:
Chairman

Since:
2024

Influence: ★★★☆☆

Outlook: ★★☆☆☆

Stephan Zimmermann has chaired the board of VP Bank in Vaduz since the annual general meeting in April 2024, having joined the board in 2023. He brings an unusually long career in large banking organizations: 22 years at Swiss Bank Corporation followed by two decades at UBS, where his roles included CEO of the German unit, COO and later vice-chairman of Global Wealth Management, and chairman of UBS Business Solutions. He also serves on the supervisory board of State Street Bank International in Munich.

Influence

Zimmermann's influence derives less from public visibility than from his position at the top of a listed, internationally active private bank. VP Bank is not a dominant force in Swiss banking, but it has a meaningful franchise in financial intermediaries, international private clients and fund services. He took office during a turbulent period: the then CEO resigned with immediate effect in 2024, FINMA found a serious breach of supervisory law that same year, and both the executive board and board have since been substantially renewed. Zimmermann has been a central figure in that overhaul.

Outlook

Late in his career, Zimmermann has accepted a mandate that exposes him personally. He is responsible for a management reshuffle he himself initiated and must now demonstrate that the leadership team under CEO Urs Monstein can deliver. If the turnaround succeeds, he will be regarded as the chairman who delivered the turnaround – a fitting conclusion to a career in major banking. If it does not, questions about VP Bank's independence will become more pressing. The answer will not be his alone, but that of the Liechtenstein anchor shareholders; that he says so himself reflects a healthy dose of realism.

STEPHAN ZWAHLEN

Company:
Maerki Baumann

Position:
CEO

Since:
2016

Influence: ★★★☆☆

Outlook: ★★★★☆

Stephan Zwahlen has been CEO of Zurich private bank Maerki Baumann since 2016. An economist with a doctorate from the University of St. Gallen, he worked at the Swiss Institute of Banking and Finance and later in UBS Global Wealth Management. He had already spent time at Maerki Baumann from 2005 to 2007 before returning in 2009 as Head Investment Solutions & Services and a member of the executive board; he became deputy CEO in 2010. Zwahlen also completed Harvard Business School's Advanced Management Program, teaches banking at the University of St. Gallen and serves on the board of trustees of the Swiss Finance Institute.

Influence

Zwahlen has positioned Maerki Baumann with unusual strategic clarity as a bridge between traditional private banking and the digital financial economy. Under his leadership, the bank moved early into crypto and blockchain services and later consolidated those activities under the Archip brand. His influence also extends into the wider industry through board roles at the Zurich Bankers Association and the Association of Swiss Asset and Wealth Management Banks. These mandates give him a well-established position in the sector's policy and association networks.

Outlook

Zwahlen is seeking to turn a traditional Zurich private bank into an internationally visible specialist for entrepreneurs, technology and crypto clients. The opening of a hub in Abu Dhabi in 2026 marked the bank's first location outside Europe. He must now prove that international expansion can scale profitably without weakening the firm's conservative risk culture or its personal advisory model. At the same time, investment requirements in technology, artificial intelligence, cyber resilience and regulation continue to rise. The central test is whether Maerki Baumann can convert its innovation lead into durable growth and additional revenues.

INDEXES

PEOPLE

No.	Last name	First name	Company	Position	Influence	Outlook
1	**Aeschlimann**	Lionel	Mirabaud	Senior Partner	3	4
2	**Amza**	Besar	EFG International	Global Private Banking Chief Operating Officer (COO)	1	2
3	**Baumann**	Urs	Zürcher Kantonalbank	CEO	4	4
4	**Belfer**	Daniel	Saxo Bank	CEO	2	2
5	**Benhamou**	Simon	CBH Compagnie Bancaire Helvétique	CEO	2	3
6	**Berger**	Regula	Basler Kantonalbank	CEO	3	3
7	**Bergmüller**	Franz	Amina Bank	CEO	1	2
8	**Berthoud**	Jean	Banque Bonhôte	Chairman	3	2
9	**Bidermann**	Jay	Rahn+Bodmer Co.	Partner	1	2
10	**Bollinger**	Stefan	Julius Baer	CEO	3	3
11	**Bordier**	Grégoire	Bordier	Senior Managing Partner	3	2
12	**Brenna**	Gabriel	Raiffeisen Switzerland	CEO	3	4
13	**Bridge Haux**	Anke	LGT	CEO LGT Bank Switzerland	2	3
14	**Brun**	Armin	Berner Kantonalbank	CEO	2	2
15	**Burgener**	Ewald	Valiant Holding	CEO, Board Member From 2027	3	2
16	**Bürki**	Marc	Swissquote	CEO	5	4
17	**Castello**	Gabriel	HSBC	Vice Chairman Global Private Bank	3	2
18	**Cavalli**	Benjamin	UBS	Head Strategic Clients & Global Connectivity	3	4
19	**Collardi**	Boris	EFG International	Board Member	4	4
20	**Cornaro**	Vittorio	Cornèr Bank	CEO	3	2
21	**Corte**	Gabriele	Ceresio Investors	Group Executive Board Member	2	3
22	**de Mallmann**	François-Xavier	Goldman Sachs Bank (Switzerland)	Chairman Goldman Sachs EMEA & Chairman Investment Banking	5	4
23	**de Perregaux**	Olivier	LGT	CEO Private Banking	4	3
24	**de Picciotto**	Guy	Union Bancaire Privée	CEO	4	3
25	**de Planta**	Renaud	Swiss National Bank	Member of the Bank Council	5	5
26	**de Rothschild**	Ariane	Edmond de Rothschild	CEO	4	3
27	**de Sanctis**	Claudio	Deutsche Bank	Member of the Executive Board and Head of the Private Clients Bank	3	4

No.	Last name	First name	Company	Position	Influence	Outlook
28	**Dietrich**	Andreas	Swiss National Bank / Luzerner Kantonalbank	Member of the Bank Council / Board Member	2	4
29	**Ermotti**	Sergio	UBS	CEO	5	5
30	**Fischer**	Brian	Vontobel	Various Board Mandates and Chairmanships	2	3
31	**Fischer**	Tobias	Frankfurter Bank-gesellschaft (Switzerland)	CEO	1	2
32	**Gagnebin**	Laurent	Rothschild & Co Bank	CEO	2	3
33	**Galasso**	Gianpiero	Vontobel	Head Europe & Middle East Private Clients & Member of the Executive Committee of Vontobel Holding	3	3
34	**Gallati**	Alain	Pictet	Head Independent Asset Manager, Zurich / Market Head Pictet Asset Services German-speaking Switzerland	3	4
35	**Grissini**	Gianluca	Edmond de Rothschild	Head of Swiss Market Ticino, Italy, Latam; Branch Manager (Lugano)	2	2
36	**Gross**	Verena	Pictet	Head of Wealth Management German-speaking Switzerland / Equity Partner	3	3
37	**Gygax**	Markus	Valiant Holding	Chairman of the Board	3	2
38	**Haller**	Jürg	Bank J. Safra Sarasin	Chairman	4	2
39	**Heeb**	Basil	Raiffeisen Switzerland	Chairman	3	4
40	**Imbach**	Mathias	Sygnum	Co-Founder & Group CEO	2	3
41	**Ivanovic**	Aleksandar	UBS	President Asset Management	3	4
42	**Jenni**	Stefan	Itaú Private Bank Zurich	CEO	2	2
43	**Kelleher**	Colm	UBS	Chairman of the Board	5	3
44	**Keller**	Hubert	Lombard Odier	Senior Managing Partner	3	2
45	**Keller-Busse**	Sabine	UBS	President Personal & Corporate Banking and President UBS Switzerland	4	4
46	**Khan**	Iqbal	UBS	Co-President Global Wealth Management and President UBS Asia Pacific	4	4
47	**Kiener**	Pascal	Banque Cantonale Vaudoise	CEO	3	2
48	**Kunzelmann**	Manuel	Migros Bank	CEO	2	3

No.	Last name	First name	Company	Position	Influence	Outlook
49	**Lipp**	Daniel	DZ Privatbank (Switzerland)	CEO	2	2
50	**Maechler**	Andrea	Bank for International Settlements (BIS)	Deputy General Manager	2	4
51	**Martin**	Beatriz	UBS	Group Chief Operating Officer	3	4
52	**Matter**	Thomas	Helvetische Bank	Founding Partner, Chairman of the Board	3	4
53	**Meinherz**	Pascal	Goldman Sachs Bank (Switzerland)	CEO	2	4
54	**Mirabaud**	Nicolas	Mirabaud	Managing Partner	2	3
55	**Nösberger**	Adrian	Schroder & Co Bank	Board Member, Chairman Designate	2	3
56	**Oberholzer**	Alex	Credinvest Bank	CEO	1	3
57	**Odier**	Patrick	Lombard Odier	Chairman	5	4
58	**Pariset**	Enna	BNP Paribas Switzerland	CEO	1	3
59	**Payer**	Gabriela	Sygnum	Chairwoman; Other Mandates	3	4
60	**Pedrotti**	Luca	UBS	Regional Director UBS Ticino	2	2
61	**Petruzzella**	Alberto	Cornèr Bank / Associazione Bancaria Ticinese	Board Member / President	4	4
62	**Pictet**	François	Pictet	Managing Partner	3	3
63	**Pictet**	Marc	Pictet	Senior Managing Partner	5	4
64	**Polloni**	Franco	EFG International	Head of Switzerland & Italy	3	4
65	**Potvin**	Kim-Andrée	Banque Bonhôte	CEO	2	2
66	**Pradelli**	Giorgio	EFG International	CEO	4	5
67	**Prader**	Duri	Lienhardt & Partner	CEO	3	2
68	**Quinn**	Noel	Julius Baer	Chairman	4	3
69	**Rahn**	Simon	Rahn+Bodmer Co.	Partner	1	2
70	**Ramsey**	Laurent	Pictet	Managing Partner	3	3
71	**Reichmuth**	Christof	Reichmuth & Co Privatbankiers	Chairman	3	3
72	**Rendu de Lint**	Christel	Vontobel	Co-CEO	2	2
73	**Rhyner**	Hanspeter	Zuger Kantonalbank	CEO	2	2
74	**Ringger**	Reto	Globalance Bank	Founder & CEO	2	2
75	**Rochat**	Frédéric	Lombard Odier	Managing Partner	2	3

No.	Last name	First name	Company	Position	Influence	Outlook
76	**Rohner**	Marcel	Union Bancaire Privée	Vice Chairman	4	3
77	**Ronner**	Markus	UBS	Vice Chairman of the Board	5	4
78	**Röthlisberger**	Beat	Postfinance	CEO	2	1
79	**Sala**	Stefano	Vontobel	Head Southern Switzerland	1	2
80	**Salzmann**	Daniel	Luzerner Kantonalbank	CEO	3	3
81	**Schlegel**	Martin	Swiss National Bank	Chairman of the Governing Board	4	5
82	**Schnydrig Moser**	Florence	Zürcher Kantonalbank	Head Private Banking	2	4
83	**Schubiger**	Georg	Vontobel	Co-CEO	4	4
84	**Staub**	Jürg	Reichmuth & Co Privatbankiers	Co-CEO	3	3
85	**Staub**	Zeno	Vontobel	Board Member	4	3
86	**Syz**	Eric	Syz Group	Founder & CEO	4	3
87	**Syz**	Hans G.	Maerki Baumann	Chairman	3	2
88	**Syz**	Nicolas	Syz Group	CEO Banque Syz	1	2
89	**Thellung**	Susanne	Zürcher Kantonalbank	Head of Private Clients	2	2
90	**Trabaldo Togna**	Umberto	PKB Private Bank	Chairman	3	4
91	**Utermann**	Andreas	Vontobel	Chairman	3	4
92	**Venturini**	Luca	PKB Private Bank	CEO	2	2
93	**Vial**	Camille	Mirabaud	Managing Partner	2	2
94	**von und zu Liechtenstein**	Prince Max	LGT	Chairman	5	5
95	**von Wattenwyl**	Georg	Vontobel	Co-Head Structured Solutions	3	3
96	**Wildi**	Marianne	Hypothekarbank Lenzburg / Frankfurter Bankgesellschaft (Switzerland)	Chairwoman / Board Member	3	3
97	**Zakrzewski**	Anna	HSBC	COO Swiss Private Bank & COO Private Banking EMEA	1	3
98	**Zeller**	Alexandre	Lombard Odier	Board Member	4	3
99	**Zimmermann**	Stephan	VP Bank	Chairman	3	2
100	**Zwahlen**	Stephan	Maerki Baumann	CEO	3	4

COMPANIES

Company	Last name	First name	Position	Influence	Outlook
Amina Bank	Bergmüller	Franz	CEO	1	2
Bank for International Settlements (BIS)	Maechler	Andrea	Deputy General Manager	2	4
Bank J. Safra Sarasin	Haller	Jürg	Chairman	4	2
Banque Bonhôte	Berthoud	Jean	Chairman	3	2
	Potvin	Kim-Andrée	CEO	1	2
Banque Cantonale Vaudoise	Kiener	Pascal	CEO	3	2
Basler Kantonalbank	Berger	Regula	CEO	3	3
Berner Kantonalbank	Brun	Armin	CEO	2	2
BNP Paribas Switzerland	Pariset	Enna	CEO	1	3
Bordier	Bordier	Grégoire	Senior Managing Partner	3	2
CBH Compagnie Bancaire Helvétique	Benhamou	Simon	CEO	2	3
Ceresio Investors	Corte	Gabriele	Group Executive Board Member	2	3
Cornèr Bank	Cornaro	Vittorio	CEO	3	2
	Petruzzella	Alberto	Board Member / President	4	4
Credinvest Bank	Oberholzer	Alex	CEO	1	3
Deutsche Bank	de Sanctis	Claudio	Member of the Executive Board and Head of the Private Clients Bank	3	4
DZ Privatbank (Switzerland)	Lipp	Daniel	CEO	2	2
Edmond de Rothschild	de Rothschild	Ariane	CEO	4	3
Edmond de Rothschild	Grissini	Gianluca	Head of Swiss Market Ticino, Italy, Latam; Branch Manager (Lugano)	2	2
EFG International	Amza	Besar	Global Private Banking Chief Operating Officer (COO)	1	2
	Collardi	Boris	Board Member	4	4
	Polloni	Franco	Head of Switzerland & Italy	3	4
	Pradelli	Giorgio	CEO	4	5
Frankfurter Bank-gesellschaft (Switzerland)	Fischer	Tobias	CEO	1	2
Globalance Bank	Ringger	Reto	Founder & CEO	2	2

Company	Last name	First name	Position	Influence	Outlook
Goldman Sachs Bank (Switzerland)	de Mallmann	François-Xavier	Chairman Goldman Sachs EMEA & Chairman Investment Banking	5	4
	Meinherz	Pascal	CEO	2	4
Helvetische Bank	Matter	Thomas	Founding Partner, Chairman of the Board	3	4
HSBC	Castello	Gabriel	Vice Chairman Global Private Bank	3	2
	Zakrzewski	Anna	COO Swiss Private Bank & COO Private Banking EMEA	1	3
Hypothekarbank Lenzburg / Frankfurter Bank-gesellschaft (Switzerland)	Wildi	Marianne	Chairwoman / Board Member	3	3
Itaú Private Bank Zurich	Jenni	Stefan	CEO	2	2
Julius Baer	Bollinger	Stefan	CEO	3	3
	Quinn	Noel	Chairman	4	3
LGT	Bridge Haux	Anke	CEO LGT Bank Switzerland	2	3
	de Perregaux	Olivier	CEO Private Banking	4	3
	von und zu Liechtenstein	Prince Max	Chairman	5	5
Lienhardt & Partner	Prader	Duri	CEO	3	2
Lombard Odier	Keller	Hubert	Senior Managing Partner	3	2
	Odier	Patrick	Chairman	5	4
	Rochat	Frédéric	Managing Partner	2	3
	Zeller	Alexandre	Board Member	4	3
Luzerner Kantonalbank	Salzmann	Daniel	CEO	3	3
Maerki Baumann	Syz	Hans G.	Chairman	3	2
	Zwahlen	Stephan	CEO	3	4
Migros Bank	Kunzelmann	Manuel	CEO	2	3
Mirabaud	Aeschlimann	Lionel	Senior Partner	3	4
	Mirabaud	Nicolas	Managing Partner	2	3
	Vial	Camille	Managing Partner	2	2

Company	Last name	First name	Position	Influence	Outlook
Pictet	Gallati	Alain	Head Independent Asset Manager, Zurich / Market Head Pictet Asset Services German-speaking Switzerland	3	4
	Gross	Verena	Head of Wealth Management German-speaking Switzerland / Equity Partner	3	3
	Pictet	François	Managing Partner	3	3
	Pictet	Marc	Senior Managing Partner	5	4
	Ramsey	Laurent	Managing Partner	3	3
PKB Private Bank	Trabaldo Togna	Umberto	Chairman	3	4
	Venturini	Luca	CEO	2	2
Postfinance	Röthlisberger	Beat	CEO	2	1
Rahn+Bodmer Co.	Bidermann	Jay	Partner	1	2
	Rahn	Simon	Partner	1	2
Raiffeisen Switzerland	Brenna	Gabriel	CEO	3	4
	Heeb	Basil	Chairman	3	4
Reichmuth & Co Privatbankiers	Reichmuth	Christof	Chairman	3	3
	Staub	Jürg	Co-CEO	3	3
Rothschild & Co Bank	Gagnebin	Laurent	CEO	2	3
Saxo Bank	Belfer	Daniel	CEO	2	2
Schroder & Co Bank	Nösberger	Adrian	Board Member, Chairman Designate	2	3
Swiss National Bank	de Planta	Renaud	Member of the Bank Council	5	5
	Dietrich	Andreas	Member of the Bank Council / Board Member	2	4
	Schlegel	Martin	Chairman of the Governing Board	4	5
Swissquote	Bürki	Marc	CEO	5	4
Sygnum	Imbach	Mathias	Co-Founder & Group CEO	2	3
	Payer	Gabriela	Chairwoman; Other Mandates	3	4
Syz Group	Syz	Eric	Founder & CEO	4	3
	Syz	Nicolas	CEO Banque Syz	1	2

Company	Last name	First name	Position	Influence	Outlook
UBS	Cavalli	Benjamin	Head Strategic Clients & Global Connectivity	3	4
	Ermotti	Sergio	CEO	5	5
	Ivanovic	Aleksandar	President Asset Management	3	4
	Kelleher	Colm	Chairman of the Board	5	3
	Keller-Busse	Sabine	President Personal & Corporate Banking and President UBS Switzerland	4	4
	Khan	Iqbal	Co-President Global Wealth Management and President UBS Asia Pacific	4	4
	Martin	Beatriz	Group Chief Operating Officer	3	4
	Pedrotti	Luca	Regional Director UBS Ticino	2	2
	Ronner	Markus	Vice Chairman of the Board	5	4
Union Bancaire Privée	de Picciotto	Guy	CEO	4	3
	Rohner	Marcel	Vice Chairman	4	3
Valiant Holding	Burgener	Ewald	CEO, Board Member From 2027	3	2
	Gygax	Markus	Chairman of the Board	3	2
Vontobel	Fischer	Brian	Various Board Mandates and Chairmanships	2	3
	Galasso	Gianpiero	Head Europe & Middle East Private Clients & Member of the Executive Committee of Vontobel Holding	3	3
	Rendu de Lint	Christel	Co-CEO	2	2
	Sala	Stefano	Head Southern Switzerland	1	2
	Schubiger	Georg	Co-CEO	4	4
	Staub	Zeno	Board Member	4	3
	Utermann	Andreas	Chairman	3	4
	von Wattenwyl	Georg	Co-Head Structured Solutions	3	3
VP Bank	Zimmermann	Stephan	Chairman	3	2
Zuger Kantonalbank	Rhyner	Hanspeter	CEO	2	2
Zürcher Kantonalbank	Baumann	Urs	CEO	4	4
	Schnydrig Moser	Florence	Head Private Banking	2	4
	Thellung	Susanne	Head of Private Clients	2	2

SPONSORS

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ARMELLE COMTE

Sales Manager of Air France-KLM for Switzerland and Liechtenstein

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LUMEN CAPITAL

INDEPENDENT ASSET MANAGEMENT WITH PERSONAL COMMITMENT

Lumen Capital (Switzerland) AG was founded in Zurich in 2021 and is an asset manager licensed by the Swiss Financial Market Supervisory Authority Finma. From offices in Zurich and Wollerau, the firm advises private clients, entrepreneurs and families seeking a long-term, independent, experienced and personally committed partner for their wealth management.

Lumen Capital combines the professionalism of a regulated Swiss asset manager with the agility and directness of an entrepreneurially run investment boutique. Clients work closely with experienced partners who are directly involved in the advisory and investment process. This creates clear accountability, short lines of communication and continuity in the client relationship.

A DISCIPLINED AND INDEPENDENT INVESTMENT APPROACH

Lumen Capital follows a structured investment process built on disciplined portfolio construction, active risk management and a long-term perspective. Investment decisions rest on fundamental analysis, market assessment and a clear understanding of client needs, not on product-driven considerations.

The focus is on robust portfolios across asset classes. Lumen Capital combines global investment opportunities with a careful assessment of valuation, quality, liquidity and risk. Its independence allows it to select suitable instruments and providers across the market, with particular attention to transparency, cost efficiency and long-term suitability.

SWISS ROOTS, INTERNATIONAL EXPERIENCE

Lumen Capital brings together deep Swiss wealth management experience and an international perspective. Its partners have many years of experience advising wealthy private clients and families at leading financial institutions in Switzerland and abroad. That background combines the stability, discretion and quality standards of Swiss private banking with the broader perspective required in a global investment environment.

Lumen Capital stands for personal service from experienced contacts, independent advice, pragmatic solutions and genuine commitment to long-term client relationships. Its ambition is to be a dependable partner for clients who want their wealth managed with care, clarity and conviction.

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LUMEN CAPITAL

SCHELLENBERG WITTMER

IN YOUR BEST INTERESTS

Schellenberg Wittmer is a leading full-service Swiss law firm with offices in Zurich, Geneva and Singapore. We provide transactional, advisory and disputes services to domestic and international clients around the world.

Schellenberg Wittmer is recognized as a top-tier Swiss law firm by leading directories such as Chambers and Partners, The Legal 500, Lexology Index, and IFLR1000. Our Banking and Finance practice is consistently ranked Tier 1 by The Legal 500 and our Private Wealth team is one of only five to be ranked Band 1 by Chambers and Partners.

SOME OF OUR KEY FACTS INCLUDE:

- Over 170 lawyers, 15 languages and 30 nationalities
- Experts in 21 practice areas
- Experience in 15 sectors and industries
- Collaboration with over 300 law firms worldwide in 50+ jurisdictions

INTERNATIONAL REACH

Our headquarters in Zurich and Geneva, covering the whole of Switzerland, provide a comprehensive range of legal services to a worldwide client base of domestic and international companies and entrepreneurs. Our Singapore office provides a gateway to the Asian market, enabling us to assist clients with their inbound and outbound investments in Asia.

TRUSTED LEGAL ADVISOR FOR SWITZERLAND'S WEALTH MANAGEMENT BANKS AND FINTECH BUSINESSES

Our Banking and Finance Group comprises more than 25 Swiss-qualified lawyers with an in-depth understanding of Switzerland's regulatory environment and expertise in dealing with all types of financial institutions in the domestic and international financial markets. Our experience, coupled with the size of our team, allows us to provide top quality and tailor-made advice on financial transactions and regulatory issues of every type.

We are the go-to firm for regulatory matters and advise Swiss and other financial institutions, such as investment firms, insurance companies, fund management companies and asset managers, across a broad range of regulatory matters.

We also act on a regular basis for FinTech businesses, providing advice on their activities in or from Switzerland. This includes structuring of products through traditional investment channels such as structured products and ETPs, to gain exposure to digital assets, advice on the issuance of financial instruments as DLT-registered securities, advice on the use of stablecoins and the regulatory implications of providing services regarding digital assets (e.g. custody or brokerage services).

DR. OLIVIER FAVRE, LL.M.

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Schellenberg Wittmer

STELLAR EXECUTIVE SEARCH

STELLAR: HUMAN CAPITAL WITH IMPACT

OUR PHILOSOPHY

At Stellar we are convinced that human capital is a decisive factor in success. Companies succeed when they attract the right leaders and talent, integrate them deliberately and create the conditions in which they can have a lasting effect. A precise fit between talent and corporate culture is the key to long-term performance and stable growth.

FOCUS BANKING

We act as a trusted adviser and strategic partner to banks, private banks, asset managers and family offices. Our mandates cover key appointments, succession solutions and selected team transactions, from relationship managers with transferable client portfolios to C-level, senior management and specialist roles in front office, investment and advisory, product, strategy, risk, legal and compliance, operations and technology. A central part of our work is supporting growth strategies and succession planning, securing leadership continuity and opening up new opportunities.

LOCAL EXPERTISE, DEMONSTRABLE IMPACT

Our approach is partner-led and delivered by an established senior team in Switzerland, with offices in Zurich, Bern, Lausanne and Geneva. Deep roots in the Swiss financial market allow us to combine direct proximity to decision-makers with a keen cultural understanding of clients and candidates. The team you meet accompanies you through the entire process, from discreet direct approaches and rigorous assessment to carefully calibrated shortlists. Diversity of perspective is a central element in building high-performing leadership teams.

THE STELLAR DIFFERENCE

We create market transparency, process reliability and durable results. Our task is to support our clients' growth ambitions, safeguard succession and strengthen leadership teams. Quiet, precise and consistently partner-led: that is how we achieve measurable and lasting impact in wealth management.

THOMAS BOSSARD

Founding Partner, Practice Leader Wealth & Asset Management

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Stellar
EXECUTIVE SEARCH

TITANBAY

ONE-STOP-STRUCTURING

Titanbay is the only firm that structures, launches, runs, and trades private markets funds in one place, on purpose-built technology that didn't exist until Titanbay built it.

Wealth managers come to Titanbay to trade. Evergreen and closed-ended funds, from Titanbay's own structures and from third-party managers, traded through the systems the firm already uses. Orders are processed automatically, with subscription documents, KYC and AML checks, and dealing deadlines handled in the same flow, white-labelled or via APIs into existing custody and portfolio systems. Private markets sit alongside every other asset class instead of off to one side in a spreadsheet.

AUTOMATED WORKFLOWS

Trading is where the model has always broken. Semi-liquid funds promise regular dealing, then rely on manual paperwork, chased signatures, and reconciliation that cannot scale past a handful of clients. Titanbay automates it, so a wealth manager can serve hundreds of clients with the operational effort that used to cover tens.

Asset managers use the same infrastructure from the other direction. Titanbay structures their funds, provides the regulatory framework, launches the vehicles, and runs them, so managers reach the wealth channel without building the operations for it themselves.

SYSTEM-ENABLED PROCESSING

Because both sides sit on one system, supply and access connect directly. Allocations, reporting, and lifecycle events move without a handoff, and neither side is reconciling the other's spreadsheet.

As private markets open up to wealth, the constraint will be operational. Titanbay removes it.

TIMO PAUL

Head of Switzerland

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TITANBAY

WELLINGTON MANAGEMENT

WE ARE DELIBERATELY DIFFERENT

As one of the world's largest privately owned asset managers, we have the freedom to think long term, to innovate and to invest when others retreat. Since 1928 we have explored new ideas and challenged one another, because we believe distinctive perspectives lead to better investment decisions for our clients and their beneficiaries.

At Wellington, our proprietary research-driven approach and long-term orientation are at the heart of investment solutions spanning every major asset class. Our strong presence and long-term track records in almost every sector of the global securities markets reflect our focus on outstanding investment performance. Firmwide, we manage more than USD 1 trillion in assets.

With more than 800 investment professionals, we advise professional and institutional clients in over 60 countries. Wellington Management operates 16 offices worldwide, with investment centers in Boston, Radnor, London, Frankfurt, Hong Kong, Singapore and Tokyo.

A BOUTIQUE APPROACH TO PROPRIETARY RESEARCH

Wellington Management takes a distinctive approach to research. We have no chief investment officer; instead we are organized as a community of independent teams within a large firm. In our view, this helps ensure that each team has both the independence and the resources it needs to deliver attractive and consistent investment results for our clients.

As an active manager, collaborative dialogue with the management teams of the companies we analyze or hold is critical to our proprietary investment and research process. Comprehensive fundamental research, informed by thousands of company meetings each year, forms the foundation of our platform. Our global industry analysts, with many years of experience in their respective sectors, play a central role. Our specialists in equity, fixed income, macro, ESG, multi-asset and technical analysis work within a shared platform to foster cross-asset-class research, active exchange and diversity of opinion, all essential components of our research and investment process.

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Claude Baumann is Chairman of the Board of Directors of the Swiss research company FIN21 AG, which specializes in studies on the financial sector.

Previously, he was the founder and publisher of the financial news platform finews in Zurich and Singapore. During his studies in commerce and business administration in Zurich, he co-founded the literary publishing house Nagel & Kimche.

He later worked as a journalist for various media outlets and founded the business travel magazine ARRIVALS. He has authored several books on the banking industry, most recently a widely acclaimed biography of the Swiss banker Robert Holzach.

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Chris Künzle is a renowned lecturer, award-winning author, and thought leader in the fields of wealth management and international finance. Born and raised in Zurich, he combines strong local roots with a global network shaped by decades of leadership experience in Swiss and international institutions.

He is the Founder and CEO of FIN21 AG, Switzerland's leading wealth management platform, which brings together senior industry leaders for strategic dialogue.

A graduate of the University of St. Gallen (HSG) in Business Administration, a Doctor of Law, and a CFA charterholder, he combines academic excellence with many years of industry expertise.

ABOUT WEALTHSUMMIT

SWITZERLAND'S LEADING WEALTH PLATFORM

WealthSummit is Switzerland's leading wealth platform and hosts exclusive conference series that bring together board members, C-level executives and leading industry experts.

QUANTITATIVE INSIGHT, STRATEGIC DIALOGUE

Our mission is to combine quantitative research with high-caliber events, delivering practical insight and advancing strategic dialogue across the industry.

FURTHER PUBLICATIONS

Our flagship publication, Wealth Management in Switzerland and Liechtenstein, is regarded as the authoritative, data-driven reference for the industry. It is widely read and valued in boardrooms and on executive committees.