

HSBC Appoints New Regional Head of Alternatives for Europe, Middle East & Africa

Geneva, 01 February 2024 – HSBC has announced the appointment of Justine Kreis as Europe, Middle East & Africa (EMEA) Head of Alternatives for Global Private Banking and Wealth. Justine is based in Geneva, Switzerland.

Justine joins HSBC from Credit Suisse in Zurich where she was Head of Alternative Investments for the Swiss bank. Her prior roles include working for UBS Wealth Management in Zurich and for BNY Mellon Investment Management in Geneva as Head of Distribution for the region. Justine brings over 25 years of experience in Private Banking and Asset Management with a focus in Alternative Investments and business development.

HSBC Global Private Banking has been advising clients on alternative investments for over 30 years, including hedge funds, private markets and real estate. Its longstanding track record, global footprint and partnership with HSBC Asset Management allows it to offer clients access to some of the most sought after, unique and diverse investment opportunities worldwide.

Gabriel Castello, CEO of HSBC Swiss Private Bank and Regional Head of Global Private Banking EMEA, said: “We are delighted to welcome Justine to HSBC who joins our growing pool of world-class talent, as we continue to strengthen our best-in-class service for Ultra High Net Worth individuals, families and entrepreneurs worldwide.”

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Media contact

Cara Wilson | +41 (0)58 705 53 00 | cara.wilson@hsbcpb.com

Global Private Banking

HSBC Global Private Banking provides banking, investment and wealth management solutions for individuals, families, business owners, entrepreneurs and investors. Their ambitions and the decisions they make today can shape the world of tomorrow and we help our clients grow, manage and preserve their wealth, now and across generations.

With our international network and breadth of services, we connect clients to meaningful opportunities worldwide. We provide wealth planning and family governance services, while our experts in philanthropy support clients in their ambition to have a positive impact on society. For more information, visit www.privatebanking.hsbc.com.

About HSBC

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of \$3,021bn at 30 September 2023, HSBC is one of the world's largest banking and financial services organisations.