

## Curriculum Vitae

### **Jürg BRASSEL**



Jürg Brassel is a **Corporate Strategy Consultant and Project Manager** with over 20 years of experience in financial services. He has a broad background in private banking and asset management (HSBC, Lombard Odier, Julius Bär, Credit Suisse), with a special focus on:

- *corporate strategy (strategy analysis, development, communication, delivery)*
- *strategic business model design and implementation*
- *project and PMO management (strategy, markets, products, transformation)*
- *digital business models and digital transformation*
- *development and distribution of investment products*

Jürg has a successful track record of delivering corporate strategy and business development projects across EMEA, Asia and Latin America. He is fluent in German, English, French, Italian, Spanish and Brazilian Portuguese.

In 2014, Jürg started his own business as consultant & project manager, successfully performing strategy and project assignments in financial services and fintech. He has advised companies on digital transformation and fintechs on strategy and business. In parallel, he conducted market studies on robo advisory, sustainable digital finance and the impact of digitalization on the employment market. Last but not least, he is also coaching and advising outplacement clients in financial services.

From 2010 to 2013, Jürg worked as Senior Corporate Strategy Manager at HSBC Private Bank (Suisse) in Geneva, covering corporate strategy assignments and projects for Switzerland as well as the EMEA region.

Before that, he had spent 10 years at Lombard Odier in Geneva in several strategy and project management functions. He had senior roles in developing the strategy and opening new locations for onshore private banking activities in Europe. Other activities included the launch and distribution of investment funds and the development of fund-based investment portfolios for third parties.

From 1996 to 1998, he worked at Julius Bär Investment Funds Services in Zurich and was involved in investment fund development and distribution.

In addition to a Masters in Banking & Finance from St. Gallen University (1993), Jürg has obtained a CAS Digital Leadership and CAS Digital Finance from HWZ in Zurich (2018 and 2019) and the PMP from the Project Management Institute (2014).

His many hobbies and interests include hiking, swimming, skiing, world travelling, adventure travelling, theatre/opera/musicals, literature.