

12 DECEMBER 2019 - **PRESS RELEASE**

## BERTRAND BRICHEUX APPOINTED MIRABAUD HEAD OF COMMUNICATIONS AND MARKETING

**Geneva, 12 December 2019 – The Mirabaud Group announces the appointment of Bertrand Bricheux to the new position of Head of Communications & Marketing, with effect from 1 February 2020. He will lead and develop the communications and marketing activities for the Mirabaud Group at a Swiss and international level.**

Bertrand Bricheux joined the Mirabaud Group in 2011 and is currently Head of Sales & Marketing at Mirabaud Asset Management. He has a wealth of experience in marketing and finance from a number of institutions, including UBP and Citi in both Geneva and London. He holds a master's degree in economics and finance from Paris-Dauphine University.

Nicolas Mirabaud, Managing Partner and Head of Wealth Management for the Mirabaud Group, said of the appointment: "To better meet the needs of our clients and develop synergies between our three business lines, we have extended the remit of the Communications Department to cover marketing activities. Bertrand's excellent knowledge of the Mirabaud Group and recognised marketing and communications skills will enable us to further showcase Mirabaud's outstanding innovative products and services."

Bertrand Bricheux is looking forward to taking on this new challenge: "Mirabaud, which has just celebrated its bicentenary, constantly demonstrates its ability to innovate and respond to the needs of its clients. In a hyperconnected and competitive environment, Mirabaud excels at analysis, risk management and pre-empting clients' needs. It will be an honour and a real pleasure to make this better known."

## The Mirabaud Group

Mirabaud was founded in Geneva in 1819. Over time, it has developed into an international Group. Mirabaud provides its clients with customised financial and advisory services in three core areas: Wealth Management (portfolio management, investment advisory services and services for independent financial advisors), Asset Management (institutional management, fund management and distribution) and Securities (traditional brokerage, research, and capital markets).

With some 700 employees, the Group has offices in Switzerland (Geneva, Basel and Zurich), Europe (London, Luxembourg, Paris, Madrid, Barcelona, Valencia, Sevilla and Milan) and the rest of the world (Montreal, Dubai, Abu Dhabi, Montevideo and São Paulo).

For more information, please visit our website: [www.mirabaud.com](http://www.mirabaud.com)

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