

## **REYL Group appoints Jérôme Koechlin as Communications Director**

**Geneva, 10 September 2018.** REYL & Cie has appointed Jérôme Koechlin as Communications Director and Secretary of the Executive Committee. He will be in charge of implementing a communications strategy geared towards the sustained and continuous development of the REYL Group, as well as strengthening its brand positioning, both in Switzerland and internationally.

With more than 20 years' experience in marketing and communications, Jérôme Koechlin will be responsible for increasing the REYL Group's visibility in its main business markets (Europe, Asia, the Middle East and the United States) among its target audiences of entrepreneurs and institutional investors. He will also ensure that the REYL Group's image promotes the value-add of its range of services, its dynamic development approach and the relevance of its business model.

François Reyl, Chief Executive Officer, comments: *"We are delighted to welcome a professional of Jérôme Koechlin's calibre to the REYL Group. His proven expertise in the field of financial communications will play a significant role in promoting our identity, as well as showcasing our business model, our business lines and our teams."*

Before joining REYL & Cie, the former Head of Protocol for the State of Geneva, journalist and war correspondent, held various senior communications posts with Edmond de Rothschild (Switzerland), Union Bancaire Privée, Lombard Odier Darier Hentsch & Cie. and Serono.

Jérôme Koechlin has a PhD in Economics and Social Sciences from the University of Geneva, a Masters in Communication from New York University and a degree from the Graduate Institute of International and Development Studies in Geneva. He has taught economics and finance at the Médi@LAB at the University of Geneva since 2004 and is the author of several successful books. He writes a blog dedicated to communications and leadership for an economic magazine and is a member of the European Association of Communication Directors (EACD) and the Swiss Press Club (CPS).

### **About REYL**

[www.reyl.com](http://www.reyl.com)

Founded in 1973, the REYL Group is an independent diversified banking group with offices in Switzerland (Geneva, Zurich, Lugano), Europe (London, Luxembourg, Malta) and the rest of the world (Singapore, Dubai and Dallas). The REYL Group (including minority affiliates) manages assets in excess of CHF 15 billion and employs more than 200 professionals.

Developing an innovative approach to banking, the Group serves a clientele of international entrepreneurs and institutional investors through its *Wealth Management, Corporate & Family Governance, Corporate Advisory & Structuring, Asset Services* and *Asset Management* business lines.

REYL & Cie Ltd is licensed as a bank in Switzerland and performs its activities under the direct control of the independent Swiss Financial Market regulator (FINMA) and the Swiss National Bank (SNB). The REYL Group's subsidiaries are also regulated by the LPCC in Switzerland, the FCA in the UK, the CSSF in Luxembourg, the MFSA in Malta, the MAS in Singapore, the DFSA in Dubai and the SEC in the United States.

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