

Samir Assaf
Chief Executive, Global Banking and Markets

**** Played a key role in build up of Global Markets in Europe ****
**** Strengthened Global Markets through financial crisis ****

Samir Assaf has been appointed chief executive, Global Banking and Markets, with effect from 1 January 2011. Samir also becomes a group managing director and joins the group management board with responsibility for Global Banking and Markets.

Samir, 50, has worked for HSBC and CCF (which HSBC acquired in 2000) for 16 years. At HSBC, he started as head of fixed income trading, Europe, and head of Global Markets HSBC France. In 2006 he was promoted to head of Global Markets for EMEA and in 2007 became deputy head of Global Markets. Samir became head of Global Markets in January 2008 and a group general manager in May 2008.

Samir began his career in finance at Total, where he became head of Treasury. He joined CCF in 1994 and became the firm's head of markets in 1998.

Samir holds a BSc degree in Finance from L'Institut d'Etudes Politiques in Paris and a MBA in Economics from La Sorbonne University.

He lives in London and is married with four children.

Group Communications
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