

# Biography

## **Samir Assaf**

### **Chief Executive, Global Banking and Markets**

Samir Assaf was appointed Chief Executive, Global Banking and Markets, with effect from 1 January 2011. Mr Assaf also became a Group Managing Director and joined the Group Management Board with responsibility for Global Banking and Markets.

Mr Assaf 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 Europe, Middle East and Africa. He became a Director of HSBC Bank Egypt SAE and a Director of HSBC Trinkaus & Burkhardt AG on 7 June 2011. He ceased to be a Director of HSBC Global Asset Management Limited on 24 June 2011.

He 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.

Mr Assaf 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.