



CURRICULUM VITAE **Dagmar Laub**

Dagmar Laub (1970), Head of Communications and Public Affairs, Member of the Executive Board of the Swiss Bankers Association (SBA)

Dagmar Laub has been Head of Communications and Public Affairs and a member of the Executive Board of the Swiss Bankers Association (SBA) since October 2023. In this function, she is responsible for representing and developing the Swiss banking centre's interests in the political, media and public arenas. This includes consistent communication with the Association's stakeholder groups as well as state-of-the-art campaign management to strengthen the sector's reputation.

Dagmar Laub has more than 20 years of experience as a specialist and manager in communications and public affairs at Swiss banks. Before joining the SBA, she spent almost nine years as Head of Corporate Communications at Zürcher Kantonalbank, where she built up the Public Affairs unit. Prior to that, she was Head of Group Communications at Raiffeisen Switzerland and held a number of management positions in communications at banks and agencies.

She has a Master's degree in communication management from Lucerne University of Applied Sciences and Arts and has completed part-time management and strategy programmes at the IMD Business School in Lausanne.

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