Swiss Banking

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Anita Diensthuber to become SBA's Head of Operations & Services

- The Board of Directors of the Swiss Bankers Association (SBA) has unanimously elected Anita Diensthuber to lead the newly created Operations & Services division. She will thus also become a member of the Executive Board.
- Ms Diensthuber has been in charge of the Board of Directors & CEO staff unit since 2020.
- She will take up her new role on 1 February 2024.

Anita Diensthuber will take charge of the SBA's new Operations & Services division and become a member of the Association's Executive Board on 1 February 2024. The Board of Directors elected her unanimously.

Ms Diensthuber has worked in the banking industry for over 20 years, including stints at Vontobel and Zuger Kantonalbank. She has a track record in a wide range

of sales, project management and staff functions.

> “I am delighted that we have been able to fill this position from within our own ranks. Anita Diensthuber has practical experience of our members’ concerns, a deep understanding of the financial centre, and an impressively structured approach.”
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> Roman Studer, CEO of the SBA

The new Operations & Services division comprises both the Management & Membership Services and Operations departments, the latter including IT, Finance and Education & Academy.

Anita Diensthuber is 39 years old. She has a degree in German studies and history from the University of Zurich and a doctorate in linguistics. She is a citizen of Zug, where she lives together with her partner.

Press and media inquiries

Our team is available to respond to enquiries from members of the media.
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