

## Roman Studer becomes SBA's new CEO

- The Board of Directors of the Swiss Bankers Association (SBA) has unanimously appointed Roman Studer to the post of CEO.
- Roman Studer is currently Head Governmental Affairs Switzerland at UBS. He will take up his new post on 1 August 2023.
- Until that time, August Benz, Deputy CEO, will continue to lead the organisation.

The Board of Directors has unanimously appointed Roman Studer to the post of CEO of the SBA, effective 1 August 2023. Roman Studer has an in-depth knowledge of the financial industry and many years' experience as a senior manager and lecturer on economic policy and the financial markets.

He has been Head Governmental Affairs Switzerland at UBS since 2018, with a remit covering all regulatory and economic policy developments in Switzerland that are relevant to the bank. Prior to that, from 2012 to 2017, he was Chief Operating Officer of the "UBS Center for Economics in Society", an Associated Institute of the University of Zurich that promotes economic research as well as dialogue between academia, business, politics and the broader public.

Marcel Rohner, Chairman of the SBA, comments: "Thanks to his many years spent working at the interface of economics and politics, his profound knowledge of financial market regulation and economic policy, and his national and international network, Roman Studer has the ideal profile for his role with us. The Board of Directors is convinced that Roman can build bridges and, through dialogue with the various stakeholders, achieve a consensus from which our sector, our economy and everyone of us in Switzerland will benefit."

Roman Studer says: "I would like to thank the Board of Directors for the trust it has placed in me and, as new CEO of the SBA, look forward to playing an active role in creating the best possible environment for a prosperous financial centre going forward. In my current function, I have already been working with the SBA for a number of years. The Association's strength lies in its ability to secure compromise and speak with a single voice on behalf of the financial centre – something which is especially important given the challenges we currently face."

Roman Studer studied politics, economics and economic history at the University of Zurich, and at Oxford University, where he obtained a PhD in economic history. He taught and researched at Oxford University and was an Assistant

Professor at the London School of Economics and Political Science. He has also been a lecturer at the University of St. Gallen since 2013. Roman Studer's first post in the private sector was as a management consultant at Boston Consulting Group, where his responsibilities included advising multinational financial institutions.

Roman Studer, aged 46, is a citizen of Pfaffnau, Lucerne, and lives with his family in the city of Zurich.

---

## Media Contact



**Monika Dunant**  
Head of Topic Management &  
Media Relations  
+41 58 330 63 95



**Deborah Jungo-  
Schwalm**  
Senior Communications  
Manager  
+41 58 330 62 73