

SBA appoints Dagmar Laub as new Head of Communications & Public Affairs

- The Board of Directors of the Swiss Bankers Association (SBA) has unanimously elected Dagmar Laub as the Association's new Head of Communications & Public Affairs.
- Dagmar Laub is currently Head of Corporate Communications at Zürcher Kantonalbank. She will take up her new office at the SBA on 1 October.
- Until then, Carina Schaller, Head of Public Affairs, will act as Head of Communications & Public Affairs.

Dagmar Laub will take over as Head of Communications & Public Affairs at the Swiss Bankers Association (SBA) with effect from 1 October 2023. In this role, she will be a member of the Executive Board. The SBA's Board of Directors elected her unanimously.

Ms Laub has been Head of Corporate Communications at Zürcher Kantonalbank, Switzerland's third-largest bank, since 2015. She has reoriented the bank's communications and created a new Public Affairs department. From 2008 to the end of 2014, she was in charge of Group communication at Raiffeisen Switzerland in St. Gallen. Prior to that, she held a number of management positions in communications at various private banks and agencies. Her career in the financial sector began in 1998 at Zürcher Kantonalbank.

With more than 20 years' experience in corporate communications at Swiss banks and a Master of Advanced Studies in Communication Management from the Lucerne University of Applied Sciences and Arts, Ms Laub is extremely well qualified for her new role as Head of Communications & Public Affairs.

"I am very much looking forward to working with Dagmar Laub. Her broad experience will be invaluable when it comes to building on and strengthening the SBA's dialogue with its various stakeholder groups through strategically targeted, integrated communications," says Roman Studer, CEO-elect of the SBA, who is set to take up his office on 1 August 2023.

Dagmar Laub is 52 years old and lives with her family in Uerikon in the commune of Stäfa (canton 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