



## PANEL UBS AG

# Better ways to drive your business

Mittwoch, 22. Januar 2020, 11:00 - 11:45 UHR

## SEMINARRAUM II

Deutsch

**Referent(en):** Stephan D. Bosshard, Urs Bretscher, Christophe Hefti

**Moderation:** Marc-Daniel Zwyszig

---

Fondsdienstleistungen für Banken aus einer Hand.

### Stephan D. Bosshard

Executive Director, Head Custody Sales Banks, UBS AG

Years of investment industry experience : 26 years

Education: Federal Swiss Banking Diploma, Certified Corporate Banker (CCoB)

- Stephan Bosshard is the head of Head of Custody Sales Banks, where he is responsible for sales activities with regard to the custody products for banks across Europe.
- He has more than 26 years experience in the financial industry, with in depth-experience in core custody operations, compliance projects and in sales institutional and third party bank clients in Switzerland and abroad.
- Furthermore, he has collected international experience with assignments in London and Hong Kong.

### Urs Bretscher

Managing Director, Global Head Funds Primary Sales & Execution, UBS AG

Years of industry experience : 33 years

Education: Commercial Apprenticeship

Diploma School 'Swiss Certified Banker'

Executive Program at Swiss Banking School

Advanced Executive Program at Swiss Finance Institute

Urs Bretscher is the global head of Funds Primary and Fiduciary Execution in UBS Switzerland AG. He has more than 33 years of experience in the financial industry, with expertise in Back-office, Execution and Sales functions.

He has been working for UBS CH AG since 1986 and is based in Zurich. Urs worked in several locations and on several management levels. Before he has taken over the current function in 2015, he was Head of Securities Services Switzerland for three years and the Global Head of Corporate Actions and Income Processing for the UBS Group for four years.

Urs Bretscher is a Swiss Certified Banker (1995). He graduated the Executive Program at the Swiss Banking School in 2000 and the Advance Executive Program at the Swiss Finance Institute in 2009

### Christophe Hefti

Executive Director, Head Fondcenter and Global Head Business Dev. & Client Relationship Management

Christophe Hefti is Head Fondcenter and Global Head Business Development & Client Relationship Management at Fondcenter AG within UBS Asset Management. In this function, he is responsible for all client relationships and business development worldwide. He also represents UBS Asset Management on the SFAMA Distribution & Marketing specialist committee.

Before taking on this position, Christophe had worked in a wide range of functions within UBS Asset Management since 2003. He headed the distribution of UBS investment funds to banks, insurance companies and other financial intermediaries in Switzerland and Liechtenstein and was responsible for the international distribution of platform services. Before being appointed as the Head of Fondcenter AG, Christophe also worked as the Head of the 3rd Party Wholesale Switzerland unit on a temporary basis.

### **Marc-Daniel Zwysig**

Executive Director, Head Relationship Management Banks Region Switzerland at UBS

Marc-Daniel Zwysig is heading the Relationship Management Banks Switzerland Region

Marc-Daniel joined UBS in 2003 as a Transition Manager and Client Relationship Director for Exchange Traded Derivatives with UBS Investment Bank in Zurich. In 2014 he moved to the Corporate & Institutional Client segment to work as a Client Relationship Director for Banks and Regulated Brokers in Switzerland / Liechtenstein. In 2017 he has taken over the responsibility for the Switzerland Region. Before joining UBS, Marc-Daniel worked as a Derivatives specialist for Proprietary Trading & Structured Products at Bank Leu in Zurich.

Years of banking industry experience: +22