

Press release

Wednesday, 2 October 2024

Manuel Rybach appointed new Managing Director of the VAV

The Board of the VAV¹ has appointed Manuel Rybach as its new Managing Director. Manuel Rybach, an experienced and well-connected expert in public policy, will take up his new role on 1 January 2025. He succeeds Pascal Gentinetta, Head Public Policy & Stakeholder Management at Julius Baer, who has successfully managed the VAV for ten years in addition to his existing responsibilities at Julius Baer on which he will focus going forward.

Manuel Rybach is currently Chief Corporate Affairs Officer at EFG International, responsible for Public Policy, Corporate Sustainability and the Corporate Office. He previously worked at Credit Suisse for many years, where he held various positions including Global Head of Public Policy & Regulatory Affairs. Following the change in the chairmanship of the VAV, EFG International is delegating him as the new Managing Director of the association in addition to his duties at the bank.

“Manuel Rybach has an in-depth knowledge of the Swiss financial centre and its strategic and regulatory framework. He has an excellent national and international network of contacts – be it in politics, the administration or among trade associations,” says Giorgio Pradelli, Chairman of the VAV. “I am convinced that he will ensure a seamless transition in the management of the association and that with Manuel the VAV is ideally positioned for the future.”

Giorgio Pradelli also warmly thanks the outgoing Managing Director Pascal Gentinetta for his outstanding work over the last ten years: “Thanks to Pascal Gentinetta, the representation of the interests of wealth management banks has notably gained momentum both among member banks and externally. Today, the VAV is a well-established voice of our industry. This is a result of the strategic repositioning of the association that Pascal initiated ten years ago and has since successfully implemented.”

Manuel Rybach will take up his position on 1 January 2025. Until then, Pascal Gentinetta will continue to manage the association.

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¹ The VAV is the Association of Swiss Asset and Wealth Management Banks. It comprises 23 banks, which are headquartered in Switzerland and primarily operate in the area of asset and wealth management for private and institutional clients. Its members manage assets totalling more than CHF 1 200 billion and employ around 20 000 staff in Switzerland and abroad.