

# News Release

5 January 2018

## **HSBC Adds Bench Strength to its Core Retail Banking and Wealth Management Team**

HSBC Singapore today announced the expansion of its core retail banking and wealth management team with four new appointments, all of which are newly created roles. The expansion reflects HSBC Singapore's commitment to growing its retail banking and wealth management business given Singapore's importance as an international business and wealth hub. Singapore remains one of the fastest growing offshore centres globally given its status as the preferred booking centres for regional customers and the strong economic growth in Asia-Pacific.<sup>1</sup>

Mr. Anurag Mathur, Head of Retail Banking and Wealth Management, HSBC Bank (Singapore) said: "The expanded management team will allow us to better support our growth agenda in Singapore which is a priority market under HSBC Group's Pivot to Asia strategy. Not only will it enable us to better focus on priority areas, it also allows us to be more efficient in the deployment of our resources. I am particularly pleased that of the four new appointments, three are promoted from within which shows that our efforts to groom and develop talents are paying off."

He added: "We are equally excited about adding greater diversity to our management team with the new female leaders joining our ranks. It is important for us to continue to build an inclusive environment where everyone can fulfill their potential."

The new appointments are as follows:

### **Mr. Cameron Senior, Head of Wealth & International**

Prior to taking on this newly created role, Mr. Cameron Senior was Head of Retail Distribution, HSBC Bank (Singapore). Mr. Senior has been successfully leading the Retail Distribution team for the past three years and has been instrumental in driving the fundamental changes required within its Distribution teams to deliver the strong business results. Cameron has almost 20 years of extensive experience in multiple areas within HSBC's retail banking business and across key HSBC priority markets in Australia, Hong Kong, Singapore & the UK. Mr. Senior assumed the new role on 1 November 2017.

In his new role, Mr. Senior will champion and drive changes to the Bank's Wealth and International business to further strengthen its wealth management and advisory sales platform for its emerging and mass affluent customers both domestically and for those with international needs.

### **Ms. Fion Khoh, Head of Network**

Ms. Fion Khoh will take on a newly created role as Head of Network which expands her current remit to the management of the Bank's Singapore Branch Network. Ms. Khoh has more than 15 years of experience in Retail Banking sales, customer relationship and branch network management. In her previous role, Ms. Khoh was responsible for the implementation and delivery of HSBC's branch network strategy across eight branches in Singapore. In her new role, besides overseeing the consistent delivery of sales and customer servicing, Ms. Khoh will lead the execution of HSBC's strategies to drive and expand banking relationships within the entire branch network. Ms. Khoh will also be responsible for the development and management of HSBC's physical branch and ATM footprint.

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<sup>1</sup> [2017 Boston Consulting Global Wealth report](#)

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## **Ms. Christine Lim, Head of Direct Sales**

Ms. Christine Lim, a seasoned banker and sales leader, has been appointed Head of Direct Sales, effective 2 January 2018. A newly created role, Ms. Lim will be responsible for driving growth and profitability through the delivery of a market-leading Direct Sales Channel to acquire new to bank customers.

Prior to joining HSBC, Ms. Lim spent 7 years at ANZ Bank, Singapore, where her last position was Acquisition Head of Credit Cards & Personal Loans. Ms. Lim was instrumental in strengthening the mobile sales and digital distribution channel for cards and loans at ANZ, driving strong growth in unsecured lending.

Ms. Lim brings extensive leadership experience across direct sales (manned and unmanned), developing alternate acquisition channels, channel management and service quality through her career with large organisations such as ANZ Bank, Standard Chartered Bank and NCR Asia Pacific.

## **Ms. Lina Chan, Head of Multi-Channel Optimisation**

Taking on the newly created role is Ms. Lina Chan who has over 20 years of experience across Retail Banking which includes client management, service and sales performance, product and marketing management. Ms. Chan has also spent time in HSBC Vietnam heading up its Direct Banking team. Ms. Chan has been successfully leading the HSBC Bank (Singapore)'s Client Management and Business Development team since 2011. Ms. Chan has been instrumental in ensuring that our business delivers high-quality and timely customer reviews, effectively balancing the need to both grow the business and manage risk.

In her new role, Ms. Chan will be responsible for supporting business growth by optimising multi-channel support and transformation that includes identifying and migrating select over-the-counter services, streamlining the referral process across channels, and championing new multi-channel technologies.

Both Ms. Khoh and Ms. Chan assumed their respective new role on 1 December 2017.

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## **Media enquiries**

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## **About HSBC Singapore**

HSBC Group's history in Singapore dates back to 1877 when its founding member, The Hongkong and Shanghai Banking Corporation Limited, opened its first branch on the island. A qualifying full bank, HSBC in Singapore offers a comprehensive range of banking and financial services including retail banking and wealth management; commercial, investment and private banking; insurance; forfeiting and trustee services; securities and capital markets services. One of the earliest banks to establish in Singapore, HSBC today is a prominent player in Singapore's financial services sector serving the banking needs of multi-national corporations, home-grown businesses, private banking clients, institutional and retail customers. In May 2016, HSBC locally incorporated its retail banking and wealth management business in Singapore and established, HSBC Bank (Singapore) Limited. Till this day, HSBC's flagship office remains at the original Collyer Quay site where its first branch was set up. HSBC Singapore has a retail network of 11 branches (of which 9 are dedicated HSBC Premier Centre) and many locations across the island providing self-service terminals.

## **About The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves our customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from around 3,900 offices in 67 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,526bn at 30 September 2017, HSBC is one of the world's largest banking and financial services organisations.

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