

22 December 2025

### **Ida Liu Appointed as Chief Executive Officer of HSBC Private Bank**

HSBC has announced the appointment of **Ida Liu** as Chief Executive Officer of HSBC Private Bank, with effect from 5 January 2026.

Ida is a globally recognised private banking leader and trusted advisor to ultra-high net worth (UHNW) individuals and multi-generational families. She brings more than 25 years of global experience across wealth management, strategic advisory and business transformation. Ida has a strong track record of building and leading global franchises serving some of the world's most sophisticated clients.

Most recently, Ida served as Global Head of Citi Private Bank, where she led a global business spanning key wealth corridors and advised UHNW clients on their complex investment, liquidity and legacy needs. Ida began her career in investment banking, advising Fortune 500 companies on mergers and acquisitions and capital markets strategies, with more than half of her investment banking career spent in Asia.

Ida will focus on deepening HSBC's leadership with UHNW clients, strengthening cross-border connectivity across key wealth corridors and accelerating the growth of the Private Bank globally. She will report to Barry O'Byrne, Chief Executive Officer of HSBC International Wealth and Premier Banking.

Barry O'Byrne, Chief Executive Officer of HSBC International Wealth and Premier Banking, said: "We are delighted to welcome Ida to the team. She brings deep expertise in strategic wealth advisory, operational transformation and business growth, and a consistent track record of delivering results. Her appointment reflects our ambition to further strengthen the Private Bank as the partner of choice for the world's most sophisticated entrepreneurs and families."

Ida Liu, Incoming Chief Executive Officer of HSBC Private Bank, said: "I am delighted to join HSBC at such an important moment for global wealth. HSBC's global reach, deep client relationships, and commitment to innovation create a powerful platform for the future of private banking. I look forward to working with our talented teams around the world to accelerate growth, strengthen global connectivity, and deliver exceptional outcomes for our clients."

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#### **About HSBC Private Bank**

HSBC Private Bank helps clients manage, grow and preserve their wealth for generations to come. Its network of global experts helps clients access investment opportunities around

the world, plan for the future with wealth and succession planning, manage their portfolio with tailored solutions, and find the right support for their philanthropy.  
[www.privatebanking.hsbc.com](http://www.privatebanking.hsbc.com)

**About HSBC Holdings plc**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 57 countries and territories. With assets of US\$3,234bn at 30 September 2025, HSBC is one of the world's largest banking and financial services organisations.