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HSBC Private Bank appoints Global Head of Family Offices and Head of US Private Bank

HSBC Private Bank has made two senior appointments, supporting its strategy to better serve the growing number of ultra-high net worth (UHNW) and Family Office clients.

Hannes Hofmann will join HSBC Private Bank as **Global Head of Family Offices** on 10 September in a newly created role. Hannes will oversee our global Family Office proposition, providing a differentiated and globally consistent approach to serving Family Office clients. In his London-based role, he will also partner closely with HSBC's Corporate and Institutional Banking teams to deliver the full capabilities of HSBC to Family Office clients.

Hannes brings more than 25 years' experience in global private banking. He was most recently Global Head of Family Office Group at Citi Private Bank. He previously worked at J.P. Morgan Private Bank for 20 years, including in New York, Hong Kong and London.

Cayman Wills will join HSBC Private Bank as **Head of US Private Bank** on 22 September. She will lead the continued development of HSBC Private Bank's US business, helping the bank to become the leading international wealth manager for high net worth (HNW) and UHNW clients in key markets and corridors. She will be based in New York.

Cayman brings more than 20 years' experience in global wealth management. She joins from Citi Private Bank, where she was Head of the Northeast Region, leading a large team of relationship managers and investment specialists serving HNW and UHNW clients. Previously, she worked at J.P. Morgan for 18 years in a variety of leadership roles.

Both Hannes and Cayman will report to Ida Liu, CEO of HSBC Private Bank. Cayman will also have an entity reporting line to Racquel Oden, Head of International Wealth and Premier Banking and Private Banking in the US.

Ida Liu, CEO, HSBC Private Bank, said: "These appointments will strengthen how we support and expand our relationships with some of the world's wealthiest families, as we better serve the growing number of Family Office and ultra-high net worth clients across our key markets."

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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

About HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 56 countries and territories. With assets of US\$3,438bn at 30 June 2026, HSBC is one of the world's largest banking and financial services organisations.