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HSBC appoints new Head of Wealth & Personal Banking in Sri Lanka

HSBC Sri Lanka has appointed James Rebert as the Head of Wealth & Personal Banking with immediate effect.

James succeeds Nadeesha Senaratne who led the growth and development of the Wealth & Personal Banking franchise in Sri Lanka over the past four years before moving to PT Bank HSBC Indonesia to assume his new role.

James counts over 18 years of experience working at HSBC in both Sri Lanka and Hong Kong in the regional office and in the local business. Prior to taking on his new role, James was Head of International Customer On-boarding and Cross Border in Wealth & Personal Banking, HSBC Hong Kong where he played a critical role in the digital transformation of the International business.

He is a seasoned leader with a deep knowledge of the Sri Lankan market with significant exposure and a successful track record in Proposition Development, Distribution, Digital and Risk management.

James holds a Bachelor of Law from the University of Sheffield, UK and holds a Bachelor of Science in Financial Services from the University of Manchester, UK. He is an Associate of the Chartered Institute of Bankers, UK.

HSBC was named 'Best International Retail Bank' in 2021 for the fifth time by Asian Banking & Finance and 'Best Consumer Digital Bank' by Global Finance for the 13th time since 2006 in recognition of the banks resilience and adaptability to customer needs by taking a mobile first approach to enable customers to bank 24/7, with the global pandemic accelerating the need for digital and contact-free solutions.

HSBC is also the market leader in the wealth management segment focused on internationalism with cross border banking services for affluent customers, and continues to be a strong player in credit cards, market innovation and digital transformation.

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The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,969bn at 30 September 2021, HSBC is one of the world's largest banking and financial services organisations.

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