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## HSBC APPOINTS NEW HEAD OF MARKETING

HSBC has appointed Vic Wolff as Head of Marketing for HSBC Bank Australia. In this role, Wolff will be responsible for the HSBC brand, advertising, product marketing, market research, sponsorship, events, customer analytics and CRM.

Commenting on Wolff's appointment, Paulo Maia, Chief Executive Officer of HSBC Bank Australia, said: "Vic Wolff's appointment underscores HSBC's commitment to growing our presence in Australia. In 2010, we significantly increased our investment in the HSBC brand and I'm delighted to have Vic on board as we continue to ramp up our brand presence in the Australian market and expand our marketing activity across all business lines.

"Our aim is to be Australia's leading international bank and leveraging the global strength of the HSBC brand is fundamental to achieving this.

"Vic's knowledge and experience of both the local and global financial services marketing landscape as well as his expertise in working with global brands means he is perfectly suited to drive HSBC's marketing in Australia as we expand our local operations," Maia said.

HSBC adopted a unified global brand for all of its businesses in 1999 and HSBC is now the world's most valuable banking brand, according to Brand Finance.

Wolff was previously Executive Director of Marketing and Communications at ING Direct Australia from 2006 to 2010. Prior to this he was Head of Marketing for ING Direct USA between 2004 and 2006. From 2001 to 2004, he was Marketing Manager for ING Direct in the Netherlands.

Wolff began his career at NMB Bank in the Netherlands in 1989, where he held a number of roles including Head of Domestic Securities Settlements and Custodian Services. He joined Postbank in 1992, holding several senior roles before being appointed Head of Marketing in 1997. Wolff holds a Master of Economics from the University of Tilburg, Netherlands, and a Master of Marketing from TIAS Business School Tilburg, Netherlands. Wolff is fluent in Dutch and English and German.

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**News Release**

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### **Notes to editors**

#### **HSBC Bank Australia**

In Australia, the HSBC Group offers an extensive range of financial services through a network of 33 branches and offices. These services include personal and commercial financial services, financial planning, trade finance, treasury and financial markets, payments and cash management and securities custody. Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited (ABN 48 006 434 162) and The Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970). HSBC is marketed worldwide as 'the world's local bank'.

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