



### **Fabienne Bogadi, Head of Communication**

Fabienne Bogadi holds a Master in literature from the University of Lausanne.

From September 2001 to September 2009, she worked as a journalist on the business desk of Le Temps, a Swiss newspaper. In 2010, she participated as project manager in the launch of the magazine Swissquote. She then pursued her career as a freelance journalist, contributing articles to the Swiss business magazine Bilan, among others.

In September 2014, she was named Head of Communication of the Association of Swiss Private Banks. In this role, she is responsible for coordinating public relations within the banking sector and managing the ASPB's publications and website, [www.abps.ch](http://www.abps.ch). She works closely with the communication departments of member banks.