



CURRICULUM VITAE **Dagmar Laub**

**Dagmar Laub (1970),
Head of Communications and Public Affairs,
Member of the Executive Board of the Swiss Bankers Association (SBA)**

Dagmar Laub has many years' experience as a specialist and manager in communications and public affairs. She was responsible for corporate communications at the strategic and operational levels of various Swiss banks for some 20 years, during which time she gained extensive knowledge of financial market issues.

Before joining the Swiss Bankers Association in October 2023, she spent almost nine years as Head of Corporate Communications at Zürcher Kantonalbank, Switzerland's third-largest bank. In that post, she reoriented the bank's communications and created a new Public Affairs department. She was Head of Group Communications for Raiffeisen Switzerland in St. Gallen from 2008 to the end of 2014. From 2001 to 2008, she held a number of management positions in communications at private banks and agencies. Her career in the financial sector began in 1998 at Zürcher Kantonalbank.

Dagmar Laub holds an MA in Communication Management from the Lucerne University of Applied Sciences and Arts, as well as diplomas in PR consultancy and marketing planning. She has completed part-time management and strategy programmes at the IMD Business School in Lausanne.

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