



## **BERTRAND KAUFFMANN HAS BEEN APPOINTED DIGITAL TRANSFORMATION OFFICER OF SOCIETE GENERALE LUXEMBOURG**

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### **Press release**

Luxembourg, 27 September 2019

### **Societe Generale Luxembourg appoints Bertrand Kauffmann as Digital Transformation Officer (DTO).**

Based in Luxembourg, Bertrand Kauffmann reports to Arnaud Jacquemin, Chief Executive Officer of Societe Generale Bank & Trust and Country Manager for the Societe Generale Group in Luxembourg.

Bertrand Kauffmann will carry out this new mission in addition to his current role as Global Head of Market Solutions.

As part of his new position, Bertrand Kauffmann will be in charge of accelerating the digital transformation of the bank's business lines and facilitating #LEPLATEAU<sup>LUX</sup>, Societe Generale's innovation laboratory in Luxembourg created a year ago.

This appointment is effective at October 1, 2019.

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### **Biography**

Bertrand Kauffmann is Global Head of Market Solutions within private banking activities of Societe Generale Luxembourg, and, since October 1, 2019, Digital Transformation Officer.

Bertrand Kauffmann joined Societe Generale in 1992 within SOGENAL Luxembourg (Société Générale Alsacienne de Banque). In 1997, he was in charge of managing the treasury team of SOGENAL Luxembourg and Societe Generale Luxembourg. He took the global supervision of treasuries and Foreign Exchange operations in 2010 for Societe Generale Private Banking. Since 2013, he is Global Head of Market Solutions, providing our clients with effective access to a wide range of products and services in financial markets. In 2016, he joined the Executive Committee.

Bertrand Kauffmann graduated from Ecole Supérieure de Commerce de Paris (ESCP).

## Societe Generale Bank & Trust

Established in 1893, Societe Generale Luxembourg is the oldest foreign banking company in Luxembourg. Since it began, it has been accompanying the development of industry in Luxembourg and thereby has contributed to the financial centre. Strengthened by its experience, it has developed all the competences of an international multi-service bank, offering services to businesses, for institutions (Securities services) and wealthy clients (private Bank), with the support of an active trading room.

Over 125 years, the bank has proven its financial solidity and its durability. Despite a more difficult environment and constant evolution of regulations, today it is the premier bank in the Centre in terms of clear results, the second in terms of balance sheet and the fifth largest banking employer, with over 1200 staff.

For more information, you can visit our website [www.sgbt.lu](http://www.sgbt.lu)

## Societe Generale

Societe Generale is one of the leading European financial services groups. Based on a diversified and integrated banking model, the Group combines financial strength and proven expertise in innovation with a strategy of sustainable growth, aiming to be the trusted partner for its clients, committed to the positive transformations of society and the economy.

Active in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 147,000 members of staff in 67 countries and supports on a daily basis 31 million individual clients, businesses and institutional investors around the world by offering a wide range of advisory services and tailored financial solutions. The Group is built on three complementary core businesses:

- **French Retail Banking** which encompasses the Societe Generale, Crédit du Nord and Boursorama brands. Each offers a full range of financial services with omnichannel products at the cutting edge of digital innovation;
- **International Retail Banking, Insurance and Financial Services to Corporates**, with networks in Africa, Russia, Central and Eastern Europe and specialised businesses that are leaders in their markets;
- **Global Banking and Investor Solutions**, which offers recognised expertise, key international locations and integrated solutions.

Societe Generale is included in the principal socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (World, Europe and Eurozone), four of the STOXX ESG Leaders indices, and the MSCI Low Carbon Leaders Index.

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