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## MIRABAUD ASSET MANAGEMENT EXPANDS ITS INTERNATIONAL MARKETING CAPABILITY

**London, 14th July 2020 – Mirabaud Asset Management – the high-conviction, active investment arm of the Mirabaud Group – has strengthened its international marketing capabilities with the addition of Pauline Bush as Head of Marketing.**

Leading the marketing strategy from the London office, Bush reports to Lionel Aeschlimann, Managing Partner and CEO of Mirabaud Asset Management. The hire further demonstrates Mirabaud Asset Management’s long-term commitment to its growing client base – across its global equity, fixed income and private market capabilities.

Bush, who was previously Head of Marketing for the EMEA region at Neuberger Berman, brings to Mirabaud Asset Management more than two decades of marketing experience at global asset management companies. Prior to her role at Neuberger Berman, Bush was Head of Marketing and Brand at Hermes Investment Management.

Lionel Aeschlimann comments: “Being part of an independent group, Mirabaud Asset Management has built up a strong reputation in high-conviction and responsible investment solutions. Pauline’s arrival strengthens our marketing capability and will enhance the communications output with our international wholesale and institutional clients.”

Pauline Bush added: “I am extremely pleased to join a group of passionate professionals committed to active management, with the group’s interests fully aligned with its long-term investor base. Mirabaud Asset Management’s heritage and strong foundations as a unique, value-added investor are increasingly appealing to clients, particularly at this time of heightened uncertainty.”

## **Mirabaud Asset Management**

With offices in Geneva, Zurich, Paris, London, Madrid and Milan the Mirabaud Group's Asset Management division focuses on investment management and advisory services.

Its offer includes:

- domestic, regional and international equities;
- flexible, convertible and high-yield bonds;
- alternatives;
- multi-assets;
- private equity.

With a focus on value creation, Mirabaud Asset Management's investment philosophy is based on a long-term vision, strong convictions and risk-adjusted performances.

For more information, please visit our website: [www.mirabaud-am.com](http://www.mirabaud-am.com)

## **The Mirabaud Group**

Mirabaud was founded in Geneva in 1819. Over time, it has developed into an international Group. Mirabaud provides its clients with customised financial and advisory services in three core areas: Wealth Management (portfolio management, investment advisory services and services for independent financial advisors), Asset Management (institutional management, fund management and distribution) and Securities (traditional brokerage, research, and capital markets).

With some 700 employees, the Group has offices in Switzerland (Geneva, Basel and Zurich), Europe (London, Luxembourg, Paris, Madrid, Barcelona, Valencia, Sevilla and Milan) and the rest of the world (Montreal, Dubai, Abu Dhabi, Montevideo and São Paulo).

For more information, please visit our website: [www.mirabaud.com](http://www.mirabaud.com)

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