

Shaping the future of your bank

> May 21 to 28, 2024

EXECUTIVE PROGRAMME: A STRATEGIC BANK MANAGEMENT REVIEW
TRAINING PROGRAMME

The 7th edition of the Executive Programme – A Strategic Management Review, exclusively crafted for C-level executives, direct reports, and executive board members from commercial banks active in the partner countries of the Luxembourg Government, has taken into consideration the valuable feedback of previous year's participants and will propose an **extended programme** from the **evening of May 21st with the kick-off session to May 28th, 2024, with the “grand finale” at the historical building of the Spuerkeess and the traditional chat with its CEO, Ms Françoise Thoma.**

The additional day in the programme will allow us to reintroduce the **Cybersecurity attack interactive experience** and allocate more time for **in-depth discussions on Fintech and Digital Finance.**

Over the past editions, this program has welcomed **102 senior executives** from **24 countries**, who dedicated a week to elevate their strategic acumen in response to the evolving landscape of the financial industry.

Addressing the critical challenges faced by top-level executives, the House of Training - ATTF aims to deliver a well-balanced program featuring **practice-oriented lectures** on Transformative Leadership, Banking Strategy, New Distribution Channels, Risk Management, Corporate Governance, Digital Transformation, Cybersecurity, Sustainable Finance, Open Banking and an interactive and highly participative workshop where the participant will be at the center of the action.

The success of this comprehensive delivery owes much to the active **collaboration of industry leaders** such as Luxembourg for Finance (LfF), Luxembourg House of Financial Technology (LHoFT), Luxembourg Stock Exchange (LSE), LuxHub (Innovative Fintech solutions in Open Banking), and Luxembourg House of Cybersecurity (LHC).

The program is further enriched by engaging **meetings with CEOs** of the Luxembourg financial center, fostering high-quality dialogues about the myriad challenges faced by leaders in today's dynamic business environment.

Two **round tables** provide an excellent opportunity for interactive discussions with seasoned experts from the Luxembourg Financial Center.

A distinctive feature of this Executive Programme is the presence of a **fully dedicated coordinator and moderator**, facilitating a holistic understanding of all addressed topics and ensuring a seamless connection between different elements of the program.

PROGRAMME

21 May	<ul style="list-style-type: none">• Evening: Kick off session & Welcome dinner
22 May	<ul style="list-style-type: none">• Setting the Scene• Luxembourg Financial Center• Explore forward looking Leadership to sustain Business Success
23 May	<ul style="list-style-type: none">• Explore forward looking Leadership to sustain Business Success• Sustainable Finance• Round Table on Sustainable Finance
24 May	<ul style="list-style-type: none">• Global Retail Banking Strategy, Omni-Channel Banking and Customer Experience• Mobile Onboarding of the Customer & Visit of an innovative branch• Visit and Meeting with a CEO• Round table Corporate Governance and Risk Management
25 May	<ul style="list-style-type: none">• Corporate Governance & Risk Management• Digital Transformation
26 May	<ul style="list-style-type: none">• Guided Visit of the Luxembourg City
27 May	<ul style="list-style-type: none">• Cybersecurity Attack simulation - hands on experience• Cybersecurity workshop• Open Banking• Fintech
28 May	<ul style="list-style-type: none">• Shaping the future of the bank: A workshop-based strategic exercise• Visit and Meeting with a CEO• Closing cocktail

CONFIRMED SPEAKERS

Mrs Lynn Robbroeckx is the Secretary General at Luxembourg for Finance (LFF), the agency for the development of the financial centre. She currently also serves as Secretary General of PROFIL, the Luxembourg Financial Industry Federation, and is a member of the board at the Luxembourg Sustainable Finance Initiative (LSFI) and LuxFLAG. She holds a master's degree in Sinology from the Catholic University of Louvain in Belgium and studied Chinese at Chengkung University in Taiwan. Prior to joining LFF, Lynn served as Head of Communication at the Luxembourg Space Agency (LSA) and SpaceResources.lu initiative. She began her career at the Luxembourg Embassy in Beijing and later on worked for the world's leading steel and mining company, ArcelorMittal, in China and London.

Mr Gilles Ossona de Mendez is a professional certified coach and an international trainer with extensive HR experience gained in Luxembourg-based banks and locally recognised as leader in his field. He is also a consultant in HR. After 18 years as HR manager and HR head in international Banks in Luxembourg, Gilles has been accompanying and motivating professionals and organizations on their journey towards excellence for the last 9 years. His HR pragmatic and operational approach combined with his coaching focus on personal development and motivation will lead you to an increased performance and well-being.

Mr Pierre Ahlborn is the CEO and Board Member of Banque de Luxembourg since 2000; he joined the bank in 1988. He holds a Master in Geography from ULP Strasbourg, France and a degree in Economics from the University of Essex, U.K. and speaks Luxembourgish, French, English and German. Pierre has held various Board Memberships during his career; at present he is a Board Member of the Luxembourg Banker's Association ABBL, Banque CIC (Suisse), the Lux-embourg Chamber of Commerce, the Luxembourg Stock Exchange, the Luxembourg Red Cross and the Philharmonie Luxembourg.



Mr Christian Moreels is Head of Business Risk & Organization, member of the Retail Banking Management Team by ING Luxembourg SA. Christian joined ING Luxembourg SA in 1993 to launch the Retail Banking as Investment Advisor, mainly for cross-border and international customers. He was Branch Manager, Client Administration Manager, Member of the Ops & IT Management Team. He is currently in charge of Business Risk. Coaching, Teaching and Development of the Retail Banking business and the management of the linked internal and external risks. He is also Head of Retail Organization Team that assists branches by providing advice and performing centralized tasks. He collaborates in the development of Daily Digital Banking and their tools, he is participating in many strategic projects by ING Luxembourg but also with local regulator (CSSF), official organizations (Banking Association) and other third parties. Head of Business Risk Team which manage the Customer Due Diligence (KYC, KYT, TAX, ...), including all the compliance aspects and regulatory rules (FATCA, QI, CRS, FEC, AML, PSD, MiFid, ...). Head of Retail Support Team which takes in charge the management of the cases compliance and the first aid for recovery of credit files.

Mr Samuel Grand started his career at Arthur Andersen (external audit and consulting) in France and then in Switzerland, before heading the Internal Audit function at Fidelity Investments in Luxembourg, covering Continental Europe. Holding a Master from ICN Business School (France), he became a Certified Internal Auditor (CIA) in 2003 before joining ABN AMRO Bank Luxembourg in 2005, where he set up the operational risk management and investment compliance function before becoming Chief Risk Officer, heading the overall risk management function with regional exposure in 2009 and 2010 (Jersey, Belgium, Luxembourg), combined with a Board member role for ABN AMRO Luxembourg Holding Sarl. Samuel joined Lombard Odier (Europe) SA in April 2014 as Chief Risk Officer Europe, Senior Vice President. He joined Edmond de Rothschild Europe in September 2016 as an Executive Committee member and Chief Risk Officer (private banking and asset management) and has since also added the functions of Group Head of Operational Risk Management and Internal Control. For the last 12 years, he has been involved in microfinance programmes initiated by ADA, ALRiM, House of Training-ATTF and the Luxembourg Government that conduct coaching and governance related assignments in several countries across Africa, Eastern Europe and Asia. He is an independent Board member of several microfinance institutions.

Ms Sabrina Lemaire is Head of the Digital Competences Programme of the Luxembourg National Institute of Administration (Luxembourg Ministry of the Civil Service and Ministry of Digitalisation). Her role encompasses the strategy and design of digital upskilling and retraining programmes through digital literacy, leadership and technical trainings. Her previous experiences include the design of the Sustainable Finance, Funds, Insurance, Digital Banking & Finance training programmes for the House of Training for which she was Senior Manager Programme & Sales (Banking & Finance). In this position, she managed global and strategic projects on banking and digitization. In addition, over the last 10 years, she has delivered training courses in several domaines including Digital Transformation & Fintech. Sabrina is also a coach for national and European digital, retraining, and upskilling projects (FIT4-Coding, FIT4Entrepreneurship, FIT4Digital, FIT4Job, FIT4JobStart, YouthYour-Future, SkillYouUp, Digital Skillsbridge, Digital Humanities, etc.) and Director of the Founder Institute Luxembourg Accelerator, Silicon Valley. She is also in the advisory board of several startups and provides coaching and mentoring for startups and entrepreneurs. She holds a master's degree in International Trade and Finance from the University of Lorraine (Metz, France) and is a graduate of the University of Central Lancashire in Preston (England). She began her career in 1998 and, since that time, has held management positions in different institutions. In 2011, she joined the Société Générale Group as Global Head of Marketing and Communication for the private banking trading rooms worldwide, before becoming Chief Digital Officer at the end of 2014. Having been European Director of Communication, Marketing and Innovation at CA Indosuez Wealth Management Europe and Member of the Executive Committee, she then joined POST Group (Telecom, Banking and Logistics/Courier) as Director of Marketing and Innovation to support the Group's digital transformation strategy.

Ms Anne-Sophie Morvan joined LUXHUB – Open Finance Hub based in Luxembourg in 2019, after several years of practice as an IT/data protection lawyer at the Paris & Luxembourg bars. As Chief Commercial Officer, she is in charge of commercial and legal activities and acts as Authorized Manager. Passionate about Open Banking and more broadly Open Finance, Anne-Sophie is active in several professional bodies and regularly publishes on related topics. She is notably representative of the Open Insurance Think Tank (OPIN) within the Expert Group on EU financial data space at the European Commission (DG FISMA) and Vice Chair of the Data Economy & Open Finance Working Group at the Luxembourg Bank and Bankers Association (ABBL)”

Ms Françoise Thoma joined the Spuerkeess in 1999 as a legal adviser; she became Secretary General in 2004, then Member of Excom in 2009. She was appointed CEO in June 2016. Before entering the financial sector, she worked as a lawyer at the Luxembourg Bar, then as Référéndaire at the European Court of Justice. Ms Thoma was a Member of the Luxembourg Council of State from 2000 to 2015, and eventually Vice President of this institution, which takes part in the law-making process in Luxembourg.

Mr Roger Hartmann, coordinator and moderator of the programme, is an experienced Senior Banker with over 35 years of exposure to various financial centers in Europe, Middle-East, Africa, Asia and Americas. As Group CEO, Roger collected numerous experiences with growth strategies, development of new markets (including new frontier markets), hub strategies, mergers & acquisitions, transformation of the business model, outsourcing (including BPO and offshoring), cost management (fit for future programs), as well as acute crisis management and spin-offs/liquidations. Roger is teaching Banking strategy since 1980 in various Universities and Banking Schools, and has been a House of Training expert since 2010. Today, Roger is the Group Strategy Leader of an important family-owned financial institution rooted in Luxembourg. He is also an Independent Director in several family businesses in Europe.

PARTICIPANTS TESTIMONIALS

The professionalism in designing such a meaningful programme was remarkable: it included the most pertinent subjects of today's decision makers from one hand, and involved the notable financial sector representatives, from another. Moreover, the meetings with top managers of the various institutions related to the topics, were worthy experiences. I would particularly emphasize the training conductor's professionalism and skills in delivering trainings. Their preparedness in conducting such targeted, thorough and compete training is especially welcomed. I'd separately underline as well the impressive networking with fellow participants: always have to learn and exchange among them. I enjoyed a very positive atmosphere in communicating within a team. It was indeed, a valuable and delightful experience for a week. (Seyran Sargsyan, 2023)



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