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Enrico Salvadori to join Swisscard Executive Board

The Board of Managing Officers (BMO) of Swisscard AECS GmbH appointed Enrico Salvadori as new head of the Consumer Business division. Enrico Salvadori will join the senior management of Switzerland's leading credit card company at the end of May 2019.

The new head of Consumer Business is moving from Credit Suisse to Swisscard. Enrico Salvadori's most recent position was that of managing director of Marketing & Sponsoring at Credit Suisse. He was responsible for the strategic repositioning of the bank across all disciplines, including marketing strategy, campaigns, digital marketing, sponsoring and events. In earlier positions at Credit Suisse and Clariden Leu, Enrico Salvadori designed advanced processes for successfully controlling and improving innovation in product management as well as sales and customer experience.



"Enrico Salvadori has shown that he can set up and expand products and services in complex and rapidly developing markets, and always with the focus on customers," said Swisscard CEO Florence Schnydrig Moser. "Innovations are of major importance in our Consumer Business as well." In March, Swisscard launched Cashback cards in Switzerland for the first time, a card duo without an annual fee and with a cashback function. In addition, consumers have been able to make mobile payments since May with all credit cards issued by Swisscard. In his new position, Enrico Salvadori will drive these topics forward and strengthen Swisscard's pioneering role with new ideas.

Before moving to the Credit Suisse group, Enrico Salvadori worked as a strategy advisor for leading financial service providers in Europe and Africa, with specific expertise in the areas of corporate banking and risk management. Prior to that, he graduated with honours from the University of Turin with a degree in business management. In addition, he obtained a European Master in Management from the ESCP-EAP Business School. A dual Italian and Swiss national, he has lived with his family in the Zurich region since 2007.

Enrico Salvadori succeeds Dominic Steptoe, who has taken on a new career challenge and left Swisscard a few weeks ago.

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About Swisscard

Swisscard AECS GmbH is a leading card company owned by Credit Suisse and American Express. Swisscard is the only company in Switzerland to offer the world's most important card brands American Express, Mastercard and Visa all in one place. Swisscard customers have the largest selection of card products on the Swiss market. Thanks to the different product ranges, customers can put together a personalized combination of cards.

Swisscard manages over 1.5 million cards and the American Express points of acceptance in Switzerland. Swisscard is the market leader in the premium sector, with cards for companies and with the co-branding cards. Swisscard employs approximately 700 employees in Horgen (ZH).