

Heinrich Baer



Current function

Member of the Management Board of UBS Europe SE

Country Head Luxembourg and Branch Manager UBS Europe SE Luxembourg Branch

Business division

Global Wealth Management

[View Profile](#)

Education

1998	TEP Executive Program Tuck School of Business, New Hampshire
1985	Swiss Federal Diploma for Bankers, banking, KV Business School, Zurich
1980	Federal Certificate for Commercial Employees, commerce, KV Business School, Horgen/Zurich

Professional History

2018–present	UBS Europe SE, Frankfurt am Main
2020–present	Head Global Wealth Management Luxembourg & Nordics and Head Asset Management
2018–present	Country Head UBS Luxembourg & Head GWM LUX & Nordics
2013–2018	UBS Switzerland AG, Zurich
2016–2018	Head WM Europe & Emerging Markets (EMEA) Affluent and International Markets
2013–2016	Head WM Global Emerging Markets (GEM) Affluent & Small Markets
2000–2013	UBS AG, Zurich
2011–2013	Regional Market Manager, Head Business Sector Arabian Gulf
2002–2011	Regional Market Manager, Head Business Sector Middle East & North Africa
2000–2002	Deputy Regional Market Manager, Business Sector Middle East & Africa/Levant
2000–2002	Head Africa & Israel and all seven Representative Offices of the Business Sector
1996–2000	Swiss Bank Corporation and from 1998 UBS AG (merger)
	Senior Representative, Head Representative Office Dubai
1980–1995	Union Bank of Switzerland UBS, Zurich
1992–1995	Senior Client Advisor and Head Country Desk UAE, Bahrain, Qatar and Oman
1988–1991	Representative, Bahrain
1980–1987	Various roles, including Client Advisor, Horgen Branch, Switzerland
1977–1980	Apprenticeship, Horgen Branch, Switzerland

Mandates

- Member of the ABBL Executive Council Private Banking Cluster (Luxembourg Bankers' Association)