



Diana Cesar

**Group General Manager
HSBC**

**Executive Director and Chief Executive
Hang Seng Bank**

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Diana Cesar is General Manager of the HSBC Group. She is also Executive Director and Chief Executive of Hang Seng Bank and Chairman of other subsidiaries in Hang Seng Group.

Prior to joining Hang Seng Bank, Ms Cesar was Chief Executive of HSBC Hong Kong. She was responsible for steering the business to achieve its strategic objectives by managing client relationships and business partnerships, coordinating with the government and regulatory bodies, while also improving employee well-being. She was a member of the Executive Committee for The Hongkong and Shanghai Banking Corporation Limited.

During a wide-ranging career with HSBC, Ms Cesar held leadership roles in Marketing, Credit Cards, Consumer Loans and Mortgages. She was Head of Retail Banking and Wealth Management in Hong Kong and Regional Head of Distribution Strategy and Consumer Propositions for Asia Pacific. Earlier in her career at HSBC, she was seconded to Taiwan as Head of Credit Cards and successfully turned the business around.

Prior to joining HSBC, Ms Cesar was General Manager for Customer Relations for SmarTone Telecom. She has worked in both Canada and Hong Kong for other global financial institutions including Citibank and American Express.

Ms Cesar currently supports several civic and industry organisations. She sits on the Board of Directors for the Financial Services Development Council (FSDC). She is a Member of FSDC's Market Development Committee and the Hong Kong Monetary Authority's Financial Infrastructure and Market Development Subcommittee. She serves as a Council Member of the Treasury Markets Association, a Director of The Community Chest of Hong Kong, and is a member of the University Grants Committee. She is the newly appointed Chairman of the Board of Governors of The Hang Seng University of Hong Kong. Until recently, she was the Chairperson of the Hong Kong Association of Banks.

Ms Cesar holds a Bachelor of Arts degree from the University of Toronto.