



For Immediate Release

13 September 2021

To: Assignment Editor/Editor of Local News, Education Sections

Appointment of Ms Diana Cesar as New Board Chairman of HSUHK

With great pleasure, the University announces the appointment of Ms Diana Cesar, Executive Director and Chief Executive of Hang Seng Bank Limited, as a Member and Chairman of its Board of Governors for a term of three years with effect from 2 September 2021, upon Ms Louisa Cheang's stepping down from the Board effective 1 September 2021 and returning to The Hongkong and Shanghai Banking Corporation Limited.

The University trusts that Ms Cesar, with her expertise, wealth of experience and passion for education (see her biography in the attachment), will bring invaluable insight to the work of the Board of Governors, advancing the growth and development of the University. We look forward to working closely with Ms Cesar in bringing HSUHK to new heights.

The University also takes the opportunity to express our heartfelt gratitude to Ms Louisa Cheang for her vigorous leadership, staunch support and significant contributions since she assumed the Board chairmanship in July 2018. We wish Ms Cheang all the best in her future endeavours.

Attachment: Biography of Ms Diana Cesar, Board Chairman of HSUHK

About HSUHK

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and over 6,000 full-time students. Adopting the unique "Liberal + Professional" education model, HSUHK is a residential institution which puts quality teaching and students' all-round development as its highest priorities.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. Listed among the top 200 worldwide on "Quality Education" and "Decent Work and Economic Growth" in *Times Higher Education* University Impact Rankings 2021, the University aims to nurture young talents with critical thinking, innovative minds, human caring, moral values and social responsibilities.

Media Enquiries:

Communication and Public Affairs Office,
The Hang Seng University of Hong Kong
Ms Joyce Lau
Tel : 3963 5413
Email : joycelau@hsu.edu.hk



Diana Cesar

**Group General Manager
HSBC**

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

September 2021

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.