

Mr SIMON KOFLER (BA, MSc)

current address: Via Cappuccini 28/9, 39100 Bolzano mobile: 347-0841790
place & date of birth: Bressanone, November 4, 1969 mail: plompenaid@gmail.com
marital status: married, 3 children

WORK EXPERIENCE

08/2010 - present CASSA DI RISPARMIO DI BOLZANO (www.sparkasse.it)

Retail Bank with 130 outlets in Northern Italy, 1,300 employees, Euro10bn in total assets, established in 1854. Ownership: 66% held by Sparkasse Foundation, 34% privately held by 24,000 customers.

Head of Products & Private Banking (*reports to the CEO*)

Bolzano, ITALY

Budget and organizational responsibility for the PB distribution unit (16 Bankers, 900 clients, Euro800mn total assets) as well as responsibility for all standard products (investment funds, current accounts, personal finance, payment systems, loans) offered through its 130 outlets to its 200,000 private and corporate clients. Responsible also of the 2 online channels (www.dolomitidirekt.it and www.suedspa.de) totaling an additional Euro500mn and 11,000 customers. Moreover Head of Marketing and Communication (company website, product marketing, external and internal communication) for a total team of 45 in central and front offices.

Major objectives and achievements

Enhance commission income reviewing the existing product offer by, amongst else, renegotiating the fee structure with product partners, introducing a full new range of investment and insurance products for both individuals and businesses, reviewing existing distribution agreements, relaunch the PB unit and reposition in particular the Bank as a reliable, modern and transparent business partner in all its offering. Higher education for its consultants as well as reviewing content and form of client communication.

Private Banking

PB outgrew market rates in volumes and went from approx Euro500mn in 2011 to almost Euro800mn in 2015 (excluding institutional clients). Profitability increased consistently and new clients have been added. Organizational structure extremely lean and cost efficient and offers a wide range of products. Higher education has been a must and produced ample advisory capabilities for its clients.

Products

New distribution agreements and fee structure with Fidelity, Franklin Templeton, Vontobel and Aberdeen in the asset management business as well as Zurich Insurance introduced a new concept of quality and new product ideas. Support material for all consultants in all branches (including PB) has been produced on a regular basis, in particular the Investment Committee publishes daily market reports, monthly asset allocation advice, a quarterly market outlook for its clients. Introduction of new services in home loans and personal finance such as fully fledged advice for home renovation, loan calculators, rate flexibility.

Online Channels

Currently under strategic review the merger of www.dolomitidirekt.it into the existing virtual main banking service (isi-banking) by changing the passive client servicing in Dolomiti Direkt into an active consolidation, acquisition and cost efficient mobile connectivity with its clients and prospects.

Client relationship management

Publication of the consultant handbook of retail business (a dummy's guide), review and partial release of a new communication-approach to our clients, a full range of events with consultants as well as clients so as to reduce client relationship distance and increase client acquisition potential, trust and fidelity.

Member of:

- BoD ITAS Assicurazioni Spa (Insurance Company) in Trento, Italy
- Management Committee, Sparkasse
- Strategic Committee, Sparkasse & McKinsey 2014/15
- Chairman of the Investment Committee and Asset Allocation, Sparkasse

11/1997 - 05/2010 **INTERMONTE SIM (www.intermonte.it)**

Privately held Investment Bank among the leaders in transaction volumes on the Italian Stock Exchange. Main areas of business: Private Equity, Brokerage, OTC, Market Maker, M&A. Main clients: Pension Funds, Insurance Companies, Hedge Funds, Banks. Main operating geographies: UK, USA.

01/2009 – 05/2010: **Head of Capital Markets Europe & UK** **Milan, ITALY**

- Managing team of 5 senior bankers achieving yearly Euro6mln in gross commission revenues
- Senior Partner, core shareholder

09/2001 – 12/2008: **Head of Capital Markets UK** **London, UK**

- In charge of branch opening, management and development of business
- MBO with senior partners in 2006 from Monte dei Paschi di Siena Bank

06/1998 – 08/2001: **Associate Capital Markets USA** **New York, USA**

- Joined the NYC front office acquiring new clientele in West Coast, Midwest, Canada

11/1997 – 05/1998: **Junior Banking Analyst** **Milan, ITALY**

10/1996 – 03/1997 **EUROPEAN COMMISSION (DG IV)** **Brussels, BELGIUM**

Prepares normes and regulations for its member states within its reach of responsibility (state aid)

- Internship verifying the correctness of state aid to regions in Italy, Germany and Austria with the purpose of aiding small and medium sized companies
- Spokesperson for all 43 interns

06/1996 – 09/1996 **ASS. EUROPEAN DEVELOPMENT FINANCIAL INSTIT'S (www.edfi.be)** **Brussels, BELGIUM**

Representative office for 11 state owned Investment Banks

- Researcher for european aid programs

08/1997 - 10/1997 **ALITALIA SPA – flight assistant** **Rome, ITALY**

01/1996 – 03/1996 **ESERCITO ITALIANO – military service (infantry)** **Trieste, ITALY**

EDUCATION

10/2002 – 09/2004 **CASS BUSINESS SCHOOL (www.cass.city.ac.uk)** **London, UK**

Master of Science (MSc) in Investment Management

- Main subjects: Advanced Company Valuation, Portfolio Theory, Structured Products, Equity & Fixed Income Analysis, Investment Banking

10/1991 – 02/1996 **UNIVERSITY OF PADUA (www.unipd.it)** **Padua, ITALY**

BA in International Political Sciences

- 02-1995/07-1995 Erasmus exchange student University of Westminster **London, UK**

09/1986 – 06/1991 **COMMERCIAL HIGH SCHOOL (accounting)** **Bressanone, ITALY**

LANGUAGES

GERMAN mother tongue

ENGLISH / ITALIAN excellent

FRENCH basic

INTERESTS & ELSE

Skiing (races), running (London marathon), cycling (Giro delle Dolomiti), travel, cultures, languages