



## Samir Assaf

### Senior Advisor

**Region:** 1

**Office Location:** London

Samir Assaf is a Senior Advisor at General Atlantic, providing strategic support and advice to the firm's investment teams and portfolio companies. Based in London, Samir also serves as a member of the Advisory Board of BeyondNetZero, General Atlantic's climate venture. Samir is involved across numerous areas of the firm, including sourcing, developing relationships with entrepreneurs and advising portfolio companies, particularly across Europe and the Middle East.

Samir has extensive global financial services experience, having spent nearly three decades in leadership roles at HSBC, including his current roles as CEO of HSBC Global Banking & Markets and Chairman of Corporate and Institutional Banking, Senior Advisor and Chairman of the Board of HSBC Middle East.

#### Current Board Affiliations

**BeyondNetZero**, *Advisor*

**HSBC Middle East Bank Limited**, *Chairman*

**HSBC Middle East Holdings BV**, *Chairman*

**Saudi British Bank (SABB)**, *Board Member*

#### Historical Board Affiliations

**HSBC Continental Europe**, *Chairman*

**Global Financial Markets Association (GFMA)**, *Chairman*

**HSBC Trinkhaus & Burkhardt AG**, *Supervisory Director*

**FICC Markets Standards Board (FMSB) Advisory Council**, *Founding Member*

**FEMR (Fair and Effective Market Risk) Market Practitioner Panel (MPP)**, *Founding Member*

**HSBC Bank plc**, *Board Member*

#### Education

**L'Institut d'Etudes Politiques**, *B.S., Finance*

**La Sorbonne University**, *M.B.A., Economics and International Finance*

**Université Saint-Joseph de Beyrouth, M.S., Economics**

## **Community Involvement**

**Alfanar, Board Member**

**St Joseph's University, Lebanon, Board Member**

**St Joseph's University, Lebanon, Strategic Board Member**