

Media release

## **Petra Reinhard Keller joins SFA Board of Directors**

Basel, 25 November 2010 – At its meeting today, the SFA Board of Directors decided to co-opt Petra Reinhard Keller of Credit Suisse Asset Management Funds AG, Zurich onto the Board. Petra Reinhard Keller (44), who holds a degree in law (lic. iur.), is a Managing Director and Head Fund Solutions & Clients Services as well as Deputy CEO of Credit Suisse Asset Management Funds AG. She replaces Dr. Raoul-Philip Bachmann, who has left Credit Suisse and has thus stepped down from the SFA Board of Directors. Petra Reinhard Keller has been active in the fund business for ten years, holding executive positions for most of this time.

“Petra Reinhard Keller is a seasoned expert in the funds and asset management business. We look forward to working together with her in the Board of Directors, and would like to thank Raoul-Philip Bachmann for his committed efforts,” said SFA President Martin Thommen.

### **Contact:**

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A photo of Petra Reinhard Keller can be obtained from Seraina Conrad ([seraina.conrad@pr-box.ch](mailto:seraina.conrad@pr-box.ch), +41 (0)56 544 71 90, +41 (0)79 416 57 52).

The Swiss Funds Association SFA, which was established in Basel in 1992, is the representative association of the Swiss fund and asset management industry. Its members include all the major Swiss fund management companies, many representatives of foreign collective investment schemes, and asset managers of collective investment schemes. These cover more than 95% of the fund assets distributed in Switzerland. Among the SFA's members there are also numerous other service providers active in the collective investment schemes sector. The SFA is an active member of the Brussels-based European Fund and Asset Management Association (EFAMA) and the globally active International Investment Funds Association (IIFA), which is based in Montreal. In the alternative investments sector, it works together closely with the London-based Alternative Investment Management Association (AIMA).