

Change in management: Erste Group with new Head of Strategy

- **Andreas Huber** assumes responsibility for the "Group Strategy" division as of 1 March 2021
- **Martin Radjaby-Rasset** to serve as personal advisor to Group CEO **Bernd Spalt**, hands over management of Group Brand & Communications division to **Peter N. Thier** and **Mario Stadler**

Erste Group is implementing a management change to prepare for the time after Corona. Growth, digital transformation, and efficiency form the starting point for the banking group's future strategy and its new head of strategy **Andreas Huber**.

Erste Group CEO **Bernd Spalt**: *"Building on our history, we want to address the major issues of social and economic development in the aftermath of the Corona pandemic and, above all, focus on how we can sustainably secure and increase prosperity for our customers in Central Europe."*

Andreas Huber started his career in 1995 as a strategic management consultant with Boston Consulting Group (BCG) in Frankfurt and Vienna. In 2002, he moved to Swiss Re in Zurich, where he was Senior Vice President in the COO and CIO area of the firm's Financial Services Division. In 2005, Huber joined Erste Group, where he has since held various management positions in the areas of corporate banking, risk management and digital transformation. Most recently, Huber served as the Head of Group Portfolio Management in the Finance division.

There is also a change of leadership in the Group Brand & Communications division: **Martin Radjaby-Rasset** is stepping down from his divisional management positions at Erste Group and Erste Bank in order to concentrate more on his strengths as an innovation driver. Radjaby-Rasset will support Group CEO Bernd Spalt as a personal advisor and drive strategic brand and future projects in all of Erste Group's markets. Group Brand Management & Communications will be headed by his current deputy **Peter N. Thier**, who returned to Erste Group from Austrian Airlines in October 2020. Thier's main focus will be on the strategic development of communications towards greater dialogue and digital transformation. At Erste Bank Oesterreich, **Mario Stadler** will take over as Head of Brand Management & Communications and, together with his team, will continue the successful development of the "Erste Bank und Sparkassen" brand. In addition, Stadler will assume responsibility for the brand agendas of Erste Group, where he will serve as deputy division head.

All photos can be used free of charge; please attribute the photographer

Andreas Huber: Daniel Hinterramskogler for Erste Group
Martin Radjaby-Rasset: Wolfgang Zac
Peter N. Thier: #NextLevel
Mario Stadler: Sven Gilmore

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