

**APPOINTMENT WITHIN  
SOCIETE GENERALE  
PRIVATE BANKING  
FRANCE**



---

**Press Release,**

Paris, 26 April 2019

**Gianluca Firmiano** is appointed **Commercial Director of Societe Generale Private Banking France** and, in this respect, becomes a member of the Private Banking France Executive Committee. He replaces Mathieu Vedrenne, who has been appointed Head of Societe Generale Private Banking France.

Based in Paris, Gianluca is henceforth in charge of the entity's sales strategy and the supervision of the Sales & Marketing teams. With his extensive experience in the Group's Retail Bank and Private Bank, he will support Societe Generale Private Banking France's development in synergy with the French Retail Banking division.

Societe Generale Private Banking France currently offers its expertise in more than 80 French towns and cities, and won the "Best Wealth Manager in France – Affiliate Bank" Gold Trophy at the 2017 Leaders de la Finance awards.

*Biography*

*Gianluca Firmiano joined the Societe Generale group's French Network in 1995. He held corporate client positions in Aix-en-Provence and at the Corporate Clients head office in La Défense, as well as managerial duties as Group Manager for the Golfe de Saint-Tropez region and Sales Director for Individual and Professional Clients in Versailles.*

*Gianluca joined Societe Generale Private Banking in 2012 as Regional Centre Director, and then became Regional Director for the Paris Ile-de-France Nord region in 2016. He was appointed Deputy Commercial Director of Societe Generale Private Banking France in December 2017.*

*A Swedish Italian born in Stockholm, Gianluca Firmiano is a graduate of the ESC Pau business school, where he majored in Banking and Insurance.*

**Press contacts:**

**Florence Amphoux 01 42 14 70 33 [florence.amphoux@socgen.com](mailto:florence.amphoux@socgen.com)**

**Bernard Gaudin 01 42 13 15 98 [bernard.gaudin@socgen.com](mailto:bernard.gaudin@socgen.com)**

**[@SG\\_presse](#)**

## Société Générale

Societe Generale is one of the leading European financial services groups. Based on a diversified and integrated banking model, the Group combines financial strength and proven expertise in innovation with a strategy of sustainable growth, aiming to be the trusted partner for its clients, committed to the positive transformations of society and the economy.

Active in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 149,000 members of staff in 67 countries and supports on a daily basis 31 million individual clients, businesses and institutional investors around the world by offering a wide range of advisory services and tailored financial solutions. The Group is built on three complementary core businesses:

- **French Retail Banking** which encompasses the Societe Generale, Crédit du Nord and Boursorama brands. Each offers a full range of financial services with omnichannel products at the cutting edge of digital innovation;
- **International Retail Banking, Insurance and Financial Services to Corporates**, with networks in Africa, Russia, Central and Eastern Europe and specialised businesses that are leaders in their markets;
- **Global Banking and Investor Solutions**, which offers recognised expertise, key international locations and integrated solutions.

Societe Generale is included in the principal socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (World, Europe and Eurozone), four of the STOXX ESG Leaders indices, and the MSCI Low Carbon Leaders Index. For more information, you can follow us on Twitter @societegenerale or visit our website [www.societegenerale.com](http://www.societegenerale.com)

---

## Société Générale Private Banking

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks in Europe, with EUR 113 billion of assets under management at the end of December 2018.

With 2,500 staff in 15 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals.

The expertise of its private banking teams in wealth planning, investment advisory and financing solutions regularly receives awards. In 2017 and 2018, Societe Generale Private Banking was voted:

- Best Credit Provider (WealthBriefing Swiss Awards, 2018)
- Best Private Bank for Sucession Planning (PWM/The Banker 2018)
- Outstanding Private Bank - Western Europe (Private Banker International, 2017)
- Meilleure équipe d'Ingénierie Patrimoniale (WealthBriefing European Awards, 2017)
- Best Wealth Planning Team (WealthBriefing European Awards, 2017)
- Best Wealth Manager in France - Affiliate Bank (Leaders de la Finance, 2017)
- Best Private Bank for Entrepreneurs in Western Europe (Global Finance, 2017)

[www.privatebanking.societegenerale.com](http://www.privatebanking.societegenerale.com)

Follow us at [twitter.com/sg\\_privatebank](https://twitter.com/sg_privatebank)