



7 December 2022

Hang Seng Bank Senior Executive Appointment

Hang Seng Bank today (7 December 2022) announced the appointment of Jordan Cheung as Chief Marketing Officer effective 19 December 2022. He will also become a member of the Bank's Executive Committee.

Diana Cesar, Executive Director and Chief Executive of Hang Seng Bank, said "I'm very pleased to welcome Jordan to the Hang Seng family. Jordan brings with him extensive knowledge in digital marketing, innovation and business transformation. His expertise will help us shape the future of our brand and customer engagement."

Having worked in insurance, aviation, hospitality and retail, Mr Cheung is a seasoned business leader in Hong Kong and other regional markets. Prior to joining the Bank, he was Vice President, CRM and Performance Marketing at yuu, Dairy Farm International, the largest loyalty club in Hong Kong with over four million members.

Mr Cheung holds a Bachelor of Integrated Business Administration degree from The Chinese University of Hong Kong.

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Photo Caption

Photo 1

Jordan Cheung will join Hang Seng Bank as Chief Marketing Officer effective 19 December 2022. He will also become a member of the Bank's Executive Committee.





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About Hang Seng Bank

Founded in 1933, Hang Seng Bank has continually innovated to provide best-in-class, customer-centric banking, investment and wealth management services for individuals and businesses. It is widely recognised as the leading domestic bank in Hong Kong, currently serving more than 3.5 million customers.

Combining its award-winning mobile app and strong digital capabilities with a vast network of around 270 service outlets in Hong Kong, Hang Seng offers a seamless omni-channel experience for customers to take care of their banking and financial needs anytime, anywhere.

Its wholly owned subsidiary, Hang Seng Bank (China) Limited, operates a strategic network of outlets in almost 20 major cities in Mainland China to serve a growing base of Mainland customers locally and those with cross-boundary banking needs. The Bank also operates branches in Macau and Singapore, and a representative office in Taipei.

As a homegrown financial institution, Hang Seng is closely tied to the Hong Kong community. It supports the community with a dedicated programme of social and environmental initiatives focused on future skills for the younger generation, sustainable finance and financial literacy, addressing climate change and caring for the community.

Hang Seng is a principal member of the HSBC Group, one of the world's largest banking and financial services organisations. More information on Hang Seng Bank is available at www.hangseng.com.