



Alexandre COULIER

European Equity Sales, ESG focus

As a seasoned equity sales having successfully worked for brokers with different profiles in very competitive environments I am now willing to give a new impetus to my professional career.

Taking on a new challenge is the reason why I am enthusiastic about joining a new opportunity in the financial industry which would allow me to leverage both my financial market and ESG education.

I would be especially interested in developing a strong funds distribution franchise with an ESG bias thanks to my Swiss institutional customers' network and dynamism.

WORK EXPERIENCE

2012 / today – Exane BNP Paribas A leading European equity franchise.

Swiss and Liechtenstein based institutional customers

- Focus on German speaking accounts: private banks (Julius Baer, Credit Suisse, LGT...), asset managers (ZKB, JSSarasin, LLB...), pension funds (Suva, Migros...) and family offices (Woodman, Acoro...).
- Achieved n°1 ESG ranking with Swiss institutions (2018 Extel Survey) thanks to strong relationship with key ESG teams.
- Lead coverage with some Geneva based accounts (Julius Baer, Cern, General Oriental...) and as a back-up with some others (UBP, BNP, Ravel...).
- Commissions generated between 2012 and 2017 have been multiplied by 5.
- N°1 European equity broker according to institutional clients for the third year in a row (2019 Extel survey).
- Involved in the set-up of a dedicated private banks offer and in a "White Labelling" proposal post Mifid introduction.

2005 / 2012 – SG Securities A broader service proposal and improving rankings.

Swiss institutional customers

- Strengthened existing franchise with French speaking accounts. Focus on developing German speaking customers.
- Cross-asset approach, cooperation with derivative teams after a merger between our business lines.
- ETFs and Delta One products cross-selling initiative which increased overall country P&L.
- Top 3 European broker with main Swiss accounts.

2000 / 2005 – HSBC Securities Starting a Swiss franchise from scratch.

French speaking institutions focus

- Designing a commercial strategy and setting-up a franchise.
- Opening and developing main accounts relationship (Lombard Odier, Pictet, Darier Hentsch, Discount Bank...).
- Achieved a top 3 ranking as a European broker with several key Geneva accounts.

EDUCATION

- 2020 ESG Certificate (CESGA), SFAF
- 2011 Derivative products, First Finance (Level 1)
- 2010 Financial accounting and financial analysis, First Finance (Level 1)
- 2000 IVSP Bradford Management Centre (United Kingdom)
Corporate Finance & Management specialisation
- 1999 Master's Degree in Business Law with honours, Paris XII university

SKILLS

French: mother tongue

English: fluent, CEFR C2 level equivalent

German: in progress, CEFR B1 equivalent

Italian: CEFR B1 equivalent

MISCELLANEOUS

Age: 43 years

Nationality: French

Hobbies:

- Triathlon (competition) and trail
- Sports animation within the team: trail in Corsica and in Italy, Paris half marathon, Mud Day, training group.
- History and fantasy literature



LinkedIn
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