

Media release

radicant: Lenah Nicola Crass takes on the position Chief Market Officer

Zurich, 23. August 2022 - radicant bank AG (radicant), the first digital and collaborative provider of sustainable financial services strategically aligned with the UN's 17 Sustainable Development Goals (SDGs), has appointed Lenah Nicola Crass as their Chief Market Officer (CMO) and Member of the Executive Board, with effect from 1 August 2022.

Lenah Nicola Crass brings more than 15 years of strategic and digital marketing experience with leading global wealth management providers to radicant. As Chief Market Officer, she will be responsible for marketing, communications and client support. In this role, she will build a highly efficient and customer-centric marketing and communications team and develop an exceptional customer journey to establish radicant as a trusted banking partner and digital life companion.

In 2019 Lenah joined UBS as Head of Strategic Marketing Wealth Management and was responsible for the pan-European marketing strategy with a strong focus on digital marketing. Prior to that, as Head of Marketing Communications, she spent several years at Bank Julius Baer and SIX Group as Head of Marketing Services. Her many years of experience as a client advisor at the Lombard Odier Group are very advantageous for developing and implementing client-oriented marketing strategies.

"With Lenah as CMO, we are excited to leverage her extensive experience in wealth management services for affluent clients to democratise private banking through innovative technologies, serving as a digital life companion to affluents for personalised, sustainable financial services," said Anders Bally, CEO radicant.

"I am looking forward to the special task ahead of strategically shaping a completely new type of digital-only banking experience for radicant's customers: The combination of a sustainable lifestyle and personalized financial services, which are based on the sustainability goals of the UN, is unique in itself", says Lenah Nicola Crass about her new position.

Lenah Nicola Crass holds a Master of Business Administration from the University of Mannheim. She is a guest lecturer on the topic of "Wealth Management" at the ZHAW Zurich University of Applied Sciences.

radicant bank ag

radicant bank ag (radicant) is a data- and technology-driven start-up with the goal of democratizing access to personalized and sustainable financial services around the clock. The fintech company will promote the UN's 17 Sustainable Development Goals in the market with its community and financial services, as well as by establishing those goals within its company. Through increased transparency, the bank will help its customers to achieve their individual financial and sustainability goals. radicant is currently in the start-up phase and received its banking license from FINMA in May 2022.

On the meaning of «radicant»

In biology, radicant plants are characterized by their distinct ability to adapt to new environments and conditions. They repeatedly strike new roots during growth, separating themselves from roots that are no longer needed. For us, the term radicant symbolizes a ground-breaking shift in the adaptability of financial services that is deeply rooted in sustainability.

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