

Media release

radicant appoints Rouven Leuener as Chief Product Officer (CPO)

Zurich, 06. September 2022 – With Rouven Leuener taking on the position as Chief Product Officer (CPO) with effect from 1 September, radicant bank ag (radicant) now completes its management team. radicant is the first digital and collaborative provider of sustainable financial services, strategically aligned with the UN's 17 Sustainable Development Goals.

As Chief Product Officer at radicant, Rouven Leuener brings extensive experience in digital product development and management . His responsibility as CPO is to develop the best possible digital banking experience for radicant's clients – which he aims to achieve thanks to hyper-personalisation, deep tech and further development of the radicant web platform.

Since 2019, Rouven has been Chief Product & Marketing Officer at Comparis, responsible for the realignment of all customer journeys and business models, ensuring the implementation of a high proportion of personalisation and automation. Prior to that, he spent four years at NZZ Media Group, most recently as Group Head of Digital Products. Before that he successfully launched several digital products that significantly enabled the transformation into digital business models and generated a large number of new digital subscribers.

"Rouven brings various significant experiences from the largest marketplace in Switzerland to radicant - both in terms of personalised digital customer journeys and understanding how a web platform can guide millions of Swiss people through their lives on a wide variety of topics," says Anders Bally, CEO and Co-Founder radicant. "Thus, Rouven takes on a key role in making radicant a leading financial and sustainable life companion."

"My new role at radicant is a unique opportunity to work with the leadership team and its talented teams to reshape the digital banking experience all in line with the 17 UN Sustainable Development Goals," Rouven said about his new position.

Rouven Leuener holds a Master of Arts in Communication Sciences and Economics from the University of Zurich and a Business Master in Digital Media Management from Teesside University Hyper Island (UK).

radicant bank ag

radiant 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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