

Press Release

January 13, 2026

## **Christophe de Backer joins Norman K. as Independent Board Member and Senior Advisor**

**Norman K., a wealth management platform dedicated to international entrepreneurs and large families, announces the appointment of Christophe de Backer as Independent Board Member and Senior Advisor.**

Christophe de Backer's appointment to the Board of Norman K. reflects the Group's ambition to strengthen its strategic governance and support its objectives of growth, operational excellence and international development, in service of a demanding entrepreneurial clientele. His recognized expertise in banking, asset management and governance will be a key asset in supporting the structuring and continued development of Norman K.

Christophe de Backer has more than 30 years of experience in the banking sector and in governance bodies as a board member.



Christophe de Backer began his career at HSBC (formerly CCF) in 1990, where he held several senior management positions within capital markets activities and became Managing Director of HSBC Securities in Paris.

He was subsequently appointed Chief Executive Officer of HSBC Asset Management Europe, Chairman and Chief Executive Officer of HSBC Private Bank France, and then Chief Executive Officer of HSBC France in 2010.

In 2012, Christophe de Backer joined the Edmond de Rothschild Group at the request of its founder, Benjamin de Rothschild, as Chief Executive Officer of the Edmond de Rothschild Group, based in Geneva and London.

Returning to HSBC in London in 2016, he led the strategy and external growth of HSBC Global Asset Management and served on the boards of HSBC Global Asset Management and HSBC Global Private Bank in Geneva.

In 2021, Christophe de Backer joined Transactions & Cie as Managing Partner, a position he held prior to joining Norman K.

“We are delighted to welcome Christophe de Backer to the Board of Norman K. His outstanding career in the world of wealth management, his strategic vision and his extensive experience in international environments will be major assets in supporting our development ambitions and strengthening our governance,” said Olivier Liot, Co-Founder of Norman K.

#### **About Norman K.**

Norman K. positions itself as an independent wealth management player, working in open architecture with leading institutions in France and internationally. Founded in 2021, the company has expanded across several major cities including Paris, Nice, London and Geneva. The NK platform offers a 360° approach by designing for its clients (international entrepreneurs and large families) internal solutions implemented by a dedicated team of experts, carefully selected for their specialized skills in corporate advisory, real estate, portfolio management, private equity, financing and wealth structuring, as well as related expertise mobilized according to client needs. Norman K.’s mission is to deliver an optimal, unique and fully customized solution to a demanding clientele.

<https://www.norman-k.com/fr/>