



Gottfried Leibbrandt

Chief Executive Officer



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Gottfried Leibbrandt is Chief Executive Officer of SWIFT.

Gottfried joined SWIFT in 2005 to focus on the development of the *SWIFT2010* strategy. Upon completion of the strategy, he was appointed Head of Standards. In 2007, he was promoted to Head of Marketing. Gottfried ran a global organisation responsible for the development and delivery of SWIFT's strategic initiatives spanning products & services, standards, innovation, banking, corporate and securities market segments. As Head of Marketing, Gottfried was also a key architect behind the creation of the co-operative's SWIFT2015 strategy. He was appointed CEO in July 2012.

Prior to joining SWIFT, Gottfried worked for McKinsey & Company for 18 years as a partner in the Amsterdam office and a co-leader of the European payments practice.

He holds a Masters degree in Econometrics and Statistics from the Vrije Universteit Amsterdam and an MBA from the Stanford Graduate School of Business.

Gottfried also holds a PhD in Economics from Maastricht University where he wrote a thesis on: "Payment instruments and network effects: adoption, harmonization and succession of network technologies across countries".

Gottfried is Dutch and married with three children.

About SWIFT

SWIFT is a global member-owned cooperative and the world's leading provider of secure financial messaging services.

We provide our community with a platform for messaging, standards for communicating and we offer products and services to facilitate access and integration; identification, analysis and financial crime compliance.

Our messaging platform, products and services connect more than 11,000 banking and securities organisations, market infrastructures and corporate customers in more than 200 countries and territories, enabling them to communicate securely and exchange standardised financial messages in a reliable way.

As their trusted provider, we facilitate global and local financial flows, support trade and commerce all around the world; we relentlessly pursue operational excellence and continually seek ways to lower costs, reduce risks and eliminate operational inefficiencies.

Headquartered in Belgium, SWIFT's international governance and oversight reinforces the neutral, global character of its cooperative structure. SWIFT's global office network ensures an active presence in all the major financial centres.

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SWIFT

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