

BEST BRANDING IN PRIVATE BANKING

Quintet Private Bank

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Quintet Private Bank, known as KBL European Private Bankers until early this year, is not new to transformations and rebranding. Founded in 1949 in Luxembourg, the bank has expanded across Europe through organic and inorganic growth since the 1980s, changing its name from KBL to KBL European Private Bankers in 2008, to reflect its pan-European vision and local roots.

Quintet defines itself as “Europe’s only network of boutique private banks, building on the heritage and track record of strong domestic brands, with deep local knowledge and cross-border expertise”. Owned by Precision Capital, an investment vehicle for Qatar’s royal family, today Quintet operates in 50 cities across Europe.

‘Quintet’ draws inspiration from classical music. “Quintet stands for the idea that human beings can achieve extraordinary things, and true harmony when they align behind a common purpose, whether that is in the context of a musical ensemble or a

private banking business,” explains Jakob Stott, group CEO at Quintet Private Bank

Partnership and collaboration are key brand values, as the bank aspires to be “the most trusted fiduciary of family wealth”.

“Our purpose explains why we are in business and what we seek to achieve. It informs our brand, reminding us every day who we are and who we aspire to be. That is reflected in our culture of partnership.”

The bank’s leaders act as role models and “incentives, rewards and performance reviews all take strongly into account how we behave,” adds Mr Stott.

Putting clients’ interests first and working together to achieve that goal is the brand’s promise. “By explicitly making that promise, the cost of not delivering would be high,” he says.

The bank partners with West-Eastern Divan Orchestra, which gathers musicians from across the Middle East, embracing their differences and representing this partnership mindset.

Our judges, led by branding strategist Helen Westropp, rewarded Quintet for its distinctive brand values, culture, and storytelling behind the brand.

Meet the judges

GERARD AQUILINA

Partner, Cone Marshall

YURI BENDER

*Editor-in-Chief,
Professional Wealth Management*

KIM CORNWALL

*Founder and CEO, Cornwall and Co
Consulting Ltd*

SEB DOVEY

*Independent Wealth Management
Consultant*

SHELBY DU PASQUIER

*Partner, Head of Banking and Finance
Group, Lenz & Staehelin*

SIMEON FOWLER

CEO, Fowler Fox & Co group of companies

KIAN LEONG,

Partner, PricewaterhouseCoopers

SILVIA PAVONI

Economics Editor, The Banker

ALOIS PIRKER

*Research Director Wealth Management,
AITE Group*

AMIN RAJAN

CEO, Create-Research

RAY SOUDAH

Founder, Millenium-Associates

WILLIAM SULLIVAN

President at Family Office Exchange

KAI UPADEK

*Partner, Head of Wealth Management,
Oliver Wyman*

HELEN WESTROPP

Principal, Delphi Marques

CARA WILLIAMS

*Global Head of Wealth Manager and
Global Technology Solutions, Mercer*

