



Tim Alexander appointed Head of Marketing & Corporate Communications at Swiss Life Asset Managers

23 October 2025

Tim Alexander will take charge of the newly created cross-border Marketing & Corporate Communications area from 17 November 2025. In this role, he will bring his extensive experience in transforming teams and modernise marketing and communications as a joint business function to further support our growth.

In his new role, Tim Alexander will report directly to Per Erikson, CIO of Swiss Life. As an Executive Director, he will also be a member of the Extended Executive Committee of Swiss Life Asset Managers.

His declared goals are to focus the newly created Marketing & Corporate Communications area even more closely on customers, to further develop the area and to make it fit for the future.

“In Tim we have gained a manager with excellent communication skills with many years of experience in transformation. He will focus on our customers, holistic strategies, seamless processes and personal as well as digital marketing activation. This will allow us to live up to our ambition of developing one of the most modern marketing and corporate communications teams in the asset management market,” explains Per Erikson, CIO of Swiss Life.

Previously, Tim has been Head of Global Brand & Marketing at Deutsche Bank, where he built up the customer management area. Prior to that, he held various management positions, including Head of Marketing & Communications at Swisscom and Vice President Brand Management at Telefonica (O2) in Germany.

Mark Fehlmann, Head of Sales at Swiss Life Asset Managers, adds: “Marketing and corporate communications are closely linked in the age of personalisation, digitalisation and real-time communication. We want to take this development into account. With Tim we have found the right person for this teaming up.”



Tim Alexander, Head of Marketing & Corporate Communications, Swiss Life Asset Managers

Information

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Swiss Life Asset Managers

Swiss Life Asset Managers has 165 years of experience in managing the assets of the Swiss Life Group. This insurance background has exerted a key influence on its investment philosophy, which is governed by such principles as value preservation, the generation of consistent and sustainable earnings and a responsible approach to risks. This tried and tested approach means that Swiss Life Asset Managers is also available to third-party clients in Switzerland, France, Germany, Luxembourg, the UK, Italy and the Nordic countries.

As at 30 June 2025, Swiss Life Asset Managers managed a total volume of CHF 281.8 billion in assets for the Swiss Life Group, including over CHF 137.6 billion for third-party asset management. Swiss Life Asset Managers is also a leading institutional real estate investor¹ in Europe, with CHF 88.7 billion of a total volume of CHF 281.8 billion in assets under management invested in real estate. In addition, Swiss Life Asset Managers, in cooperation with Livit, manages real estate worth a total of CHF 24.2 billion. Total real estate under management as at the end of June 2025 thus stood at CHF 112.9 billion.

Swiss Life Asset Managers has over 2300 employees in Europe.

A financially self-determined life

Swiss Life enables people to live a financially self-determined life so they can look to the future with confidence. Swiss Life Asset Managers pursues the same goal: we think long term and act responsibly. We use our knowledge and experience to develop future-oriented investment solutions. That's how we support our customers in achieving their long-term investment objectives. This in turn helps their customers to plan long term and act with financial self-determination.

¹ #2 IPE Top 150 Real Estate Investment Managers 2024 Ranking Europe, #2 INREV Fund Manager Survey 2025