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## PRESS RELEASE

# BNP Paribas Asset Management appoints Hilda Tingle as Global Head of Digital Marketing

**BNP Paribas Asset Management ('BNPP AM') announces the appointment of Hilda Tingle as Global Head of Digital Marketing. Joining on 7 January, Hilda will be based in London and will report to Roger Miners, Chief Marketing Officer.**

In this newly-created role, Hilda will be responsible for defining and delivering BNPP AM's global digital marketing strategy in line with its client journeys, for websites, social media and digital campaigns. She will work in partnership with the Digital team and in close collaboration with the regional marketing teams.

Hilda has more than 20 years of asset management and digital experience, and joins from J.P. Morgan Private Bank, where she was Head of Digital Engagement. Prior to this she spent more than 12 years at J.P. Morgan Asset Management, most recently as Head of Digital Marketing Operations, having previously been Global Business Manager (Marketing) and Head of Client Communication EMEA. She began her career at J. Walter Thompson in Hong Kong. Hilda holds a BA in Visual Communication from Curtin University of Technology and a Graduate Diploma in Applied Science from Edith Cowan University, both in Australia, and a Business Computer Society Diploma in Business Analysis from the Chartered Institute for IT in the UK.

**Roger Miners, Chief Marketing Officer at BNP Paribas Asset Management, comments:**

"Hilda Tingle has considerable experience of digital marketing across multiple channels and client segments within global financial organisations. Technological and regulatory developments are major influences on the changing way in which asset management companies engage with their clients and Hilda's expertise in areas including marketing automation and digital strategy and transformation will be invaluable as BNP Paribas Asset Management continues to enhance its digital capability."

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### About BNP Paribas Asset Management

BNP Paribas Asset Management is the investment management arm of BNP Paribas, one of the world's major financial institutions. Managing and advising on assets of EUR 560 billion as at 30 June 2018, BNP Paribas Asset Management offers a comprehensive range of active, passive and quantitative investment solutions covering a broad spectrum of asset classes and regions. With more than 500 investment professionals and around 400 client servicing specialists, BNP Paribas Asset Management serves individual, corporate and institutional investors in 72 countries around the world. BNP Paribas Asset Management has been a major player in sustainable and responsible investing since 2002. For more information, please visit [bnpparibas-am.com](http://bnpparibas-am.com), or follow us on:



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