

27 June 2025

## **HSBC Global Private Banking Appoints Regional Head of Wealth Planning and Advisory for Asia Pacific**

HSBC Global Private Banking ("HSBC GPB") announces the appointment of **Ann Ling** as **Regional Head of Wealth Planning and Advisory, Asia Pacific**, effective 1 July 2025.

A wealth planning veteran with over two decades of experience in the financial services industry, Ann is currently Team Head of Wealth Planning for Hong Kong, Philippines and International Market, HSBC. In her new role, she will lead teams of wealth planners, family advisory and philanthropic advisory specialists across the Asia Pacific region. She will be responsible for deepening client relationships and driving business growth through bespoke wealth structuring and advisory solutions.

Ann will also play an integral role in delivering the bank's wealth planning and trust advisory services, drawing on HSBC Trustee's nearly 80-year legacy of working with families around the world, particularly in Asia.

Since joining HSBC in 2019, Ann has been instrumental in deepening our relationships with ultra high net worth (UHNW) families through holistic advice on trust, succession and cross-border estate planning. Her dedication to delivering tailored solutions for complex planning needs has helped to expand HSBC's reach among high net worth (HNW) and UHNW families in the region as well as anchored some of the major relationships at HSBC. Under her leadership, the team has significantly increased the number of trust engagements and consistently received strong recognition from clients for its comprehensive advisory approach.

Prior to joining HSBC, Ann held senior wealth planning roles at J.P. Morgan and UBS, and also worked at Morgan Stanley and Ernst & Young (EY). She began her career as a graduate trainee at EY.

Based in Hong Kong, Ann will report to Lok Yim, Regional Head of HSBC Global Private Banking, Asia Pacific.

**Lok Yim, Regional Head, HSBC Global Private Banking, Asia Pacific**, said: "Ann's extensive experience in wealth planning, coupled with her deep understanding of international markets and family dynamics will further strengthen our leadership in delivering bespoke solutions. Her appointment reflects our continued commitment to helping entrepreneurs and their families achieve their intergenerational wealth transfer and preservation goals."

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**Media enquiries**

Venus Tsang

[venus.y.t.tsang@hsbc.com.hk](mailto:venus.y.t.tsang@hsbc.com.hk)

**About HSBC Private Bank**

HSBC Private Bank helps clients manage, grow and preserve their wealth for generations to come. Its network of global experts helps clients access investment opportunities around the world, plan for the future with wealth and succession planning, manage their portfolio with tailored solutions, and find the right support for their philanthropy.

[www.privatebanking.hsbc.com](http://www.privatebanking.hsbc.com)

**About HSBC Holdings plc**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 58 countries and territories. With assets of US\$3,054bn at 31 March 2025, HSBC is one of the world's largest banking and financial services organisations.

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