

CaixaBank's Management Committee appoints Marta Alonso as new General Manager of its OpenWealth subsidiary

- ***The executive, who was until now Head of Independent Advisory at CaixaBank Private Banking, and board member of CaixaBank Wealth Management Luxembourg, has an extensive experience in the private banking and wealth management sector.***
- ***CaixaBank's subsidiary OpenWealth is the largest UHNW and multi-family office consultancy in Spain, with more than €7.3 billion in assets under supervision***

26 November 2024

CaixaBank's Management Committee has appointed Marta Alonso as new General Manager of OpenWealth, CaixaBank's subsidiary dedicated to providing independent wealth advisory services for high-net-worth individuals. Marta Alonso replaces Sol Moreno de los Ríos, who is leaving the bank after two years in the position.

Marta Alonso was until now the Head of Independent Advisory at CaixaBank Private Banking and has extensive experience in the private banking and wealth management sector. She is also a board member of CaixaBank Wealth Management Luxembourg, CaixaBank's international private banking subsidiary.

Throughout her career, Marta Alonso has led key initiatives that have driven innovation and excellence in customer service. Her leadership and strategic vision have been fundamental in developing independent advisory solutions, positioning CaixaBank as a market leader. The new General Manager of OpenWealth holds a degree in Business Administration and Finance from CUNEF and a postgraduate degree, the Senior Management Development Program from IE Business School.

OpenWealth

OpenWealth is CaixaBank's subsidiary dedicated to providing independent wealth advisory services for ultra-high-net-worth clients. With over €7.3 billion in assets under supervision (as of April 2024), it is the largest wealth advisory firm for high-net-worth individuals and the largest multi-family office service in Spain. Currently, the subsidiary has a portfolio of 45 clients, nearly 20 consultants, and five specialized centres in Spain.

In 2022, CaixaBank became the first bank in Spain to offer its ultra-high-net-worth clients a global, 100% independent wealth advisory service with explicit fees. This service is aimed at individuals

with assets worth over €50 million, regardless of whether or not they are clients of the bank and where their assets are deposited, which can be in different entities.

OpenWealth provides a holistic service through an independent entity, covering all client needs, from strategic asset allocation and consolidated information to aid in searching for national and international providers of specific services. OpenWealth works with entities outside the CaixaBank Group that can provide advisory, discretionary portfolio management, reception and transmission of orders (RTO), or custody services.

CaixaBank Private Banking

CaixaBank Private Banking's model consists of a team of over 1,100 accredited specialized managers, with an average experience of 15 years, and 75 exclusive private banking centres as well as 11 exclusive Wealth centres, ensuring that clients always receive personalized service.

In 2024, [CaixaBank was chosen for the second consecutive year as the Best Domestic Private Bank in Spain](#) at the Global Private Banking Awards by the British magazine Euromoney, which recognizes excellence and best practices in private banking internationally. CaixaBank Private Banking has received Euromoney's top national award six times in the last 10 years.

CaixaBank Private Banking's value proposition offers different service models to adapt to each client's needs and preferences, from those who demand a global advisory service, whether independent or not, to those who manage their wealth independently through a platform with global investment capabilities in securities, funds, savings insurance, and other management products.