

Choy van der Hooff-Cheong

Date of birth: 02 January 1971

Nationality: Dutch

Choy van der Hooff - Cheong (1971, nationality: Dutch) is proposed for appointment as member of the Executive Board and Chief Commercial Officer Wealth Management of ABN AMRO Bank N.V. subject to the approval of the European Central Bank.

Choy has over 25-years of experience in the financial sector. She started as a management trainee at ABN AMRO Bank N.V. in 1996. Afterwards, Choy held various roles as account manager and business manager in Rotterdam, the Netherlands, followed by roles within Corporate Banking, such as Manager Information Control and Services, Regional Manager Cash Management and Manager Regional Treasury Desks.

In 2010, Choy became Head of Sector Advisory in the Netherlands and member of the Corporate Banking Products & Business Development management team and as such jointly responsible for the products (cash management, loan products), business development (strategy, marketing, communications) and the sector expertise in the Corporate Bank. In this function, seven sector bankers and eight analysts reported directly and indirectly to her.

This position was followed by a period in Mumbai in 2012 and 2013 where she was Project Manager for ABN AMRO Business Services India. Afterwards, Choy became Head of Corporate Sales Global Markets. The Head of Corporate Sales is a member of the Global Markets management team and as such she was jointly responsible for the strategy and for running the Global Markets business for ABN AMRO Bank N.V. As Head of Corporate Sales, Choy had four direct and 65 indirect reports.

As of April 2017, Choy is the Chief Executive of ABN AMRO MeesPierson. The Chief Executive is a member of the Private Banking management team and jointly responsible for the Private Banking strategy and execution within the ABN AMRO group. The Private Bank has presence in five countries in North-West Europe and provides a full range of banking, financial & estate planning and investment services and products.

Education and professional accreditation:

1997	General banking trainings in finance, corporate finance, lending and financial markets; various sales, management, and personal development trainings
1997	Management traineeship, ABN AMRO Bank
1996	Master in International Economics, Erasmus University Rotterdam, the Netherlands
1989	Pre-university education, Peter Stuyvesant College, Curaçao

Other positions

- Founder and board member of Stichting Children's Khazana Foundation
- Volunteer in cross mentoring program between corporates and educational institutes (Sept 2021 – Dec 2021)
- Supervisory Board member at Bethmann Bank A.G. (position will be ended in view of envisaged CCO Wealth Management position)