

IT'S NOT ALL ABOUT MONEY

Memoirs *of a Private Banker*

HANS J. BAER

The “Human Face of Swiss Banks” Shares Life Lessons and Experiences; Recounts the Public Side of a Private Banker

When the very fabric of Swiss banking was called into question in the mid 1990's with the revelation that there were thousands of dormant accounts of Holocaust victims, Swiss banking paragon Hans Baer played the critical role in restoring faith to the system. His unique ability to bridge the myriad regulatory, philosophical, and emotional issues --- punctuated by a lifetime of experiences interacting with the great artists, thinkers, and financiers of the day --- confirmed Hans Baer as one of the most distinguished Swiss bankers of our time.

In his book, **It's Not All About Money – Memoirs of a Private Banker** (Beaufort Books; \$29.95; April, 2008), he acknowledges that his awareness of the problems associated with dormant Swiss accounts came late in the process. “I frankly admit to having stumbled into the whole thing and to emerge, much to the shock of my family, as a conscious Jew,” Baer confessed. Despite his feelings, a January 1, 1998 article in The New York Times revealed the perception of Baer on the world stage was dramatically different. In the article Israel Singer, Secretary General of The World Jewish Congress, noted “[Hans Baer] realized earlier than any other Swiss banker, that a big error was being made.”

Central to his memoir is Baer's painful realization of his homeland's single minded focus on upholding the Swiss Bank Secrecy Act (the Act that allowed the country unlimited protection from divulging client account information). “We simply became victims of our own smugness,” he laments. Complex negotiations were necessary to bring together and nurture the global interests of Jewish groups, financial institutions and political leaders from three continents to work through the crisis and achieve resolution.

During his tenure at the Julius Baer Group, the illustrious private bank became one of the largest independent wealth managers in Switzerland. In **It's Not All About Money**, Baer details an almost 60-year career and associations with celebrities, artists and literati including Isaac Stern and the Shah of Iran.

He offers passionate, personal, and fascinating insight into the life and times of a privileged Swiss banker, recounting family stories, anecdotes, and historical events that shaped his life. With humor and humility, he makes it clear that he is equally privileged to have known, associated with, and been influenced by the “Who’s Who of the 20th Century.”

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