

Dukascopy promotes Luis Sanchez to First Vice President

By Andrew Saks-McLeod on Wednesday, 04.30.14

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Institutional FX expert Luis Sanchez has been promoted to First Vice President at Dukascopy Bank as latest move upwards in his successful career

As a significant progression in his highly successful seven year tenure with **Swiss FX bank Dukascopy**, Luis Sanchez has been promoted to First Vice

President.

Mr. Sanchez previously presided over the entire Institutional Sales department, as Head of Institutional Sales for Europe and America, before becoming Vice President in September last year. Just seven months on, Mr. Sanchez' dedicated efforts have elevated him to First Vice President of the innovative and successful Dukascopy.

"In a fast and constantly changing world, it is imperative in our industry that leading organizations use top technology to deliver clients the tools and value they need to thrive and succeed," Mr. Sanchez explained to LeapRate today.

"I must say that it is a true honor to be appointed by Dukascopy Bank, a respected technology-pioneering builder of FX and financial markets, to fill this key leadership position. I look forward to delivering even stronger service and even more choices to our clients in the future as I help the company—and the industry—position itself for future growth" he elaborated.

"Luis Sanchez was selected for the role of First Vice President of Dukascopy bank because he embodies multiple qualities needed for strong leadership of our business and our field," said Alain Broyon, CEO of Dukascopy Bank. Luis is client-service-focused; he understands the attributes of particular technology platforms and solutions needed to serve clients; the depth of his experience in foreign exchange and other markets makes him a respected expert; and Luis often and adeptly accesses his background to help clients navigate around varied cultural, technological, and psychological hurdles that might otherwise hinder clients' growth and success. This role is a natural fit for Luis. We're very excited about this new appointment."

Mr. Sanchez has an extensive understanding of the innovative nature which is required in the very upper echelons of today's FX industry, and is one of the world's most prominent executives worldwide. His new senior executive position will no doubt be of significant interest to all industry participants worldwide.