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Since 2017, Willi F. X. Bucher has been responsible for Structured Products & FX Advisory at Raiffeisen Switzerland within the Corporate Clients, Treasury & Markets department. He is also a board member of the Swiss Structured Products Association (SSPA). Mr. Bucher holds a degree in business economics from the KSZ and completed the Executive Program at the Swiss Finance Institute.

He began his career at Schweizerische Bankgesellschaft (SBG), where he held various sales and trading roles in equities and equity derivatives. Following the merger of SBG and SBV, he headed Equities Sales Trading at UBS from 1998 onwards. In 2005, he founded his own business, offering individual and team coaching after completing relevant training programs.

From 2008 to 2017, he worked at Bank Julius Baer, where he headed the Structured Products Distribution unit before joining Raiffeisen.