

1 July 2020

EACT announces Tarek Tranberg as Head of Public Affairs & Policy



With immediate effect Tarek Tranberg assumes the role as Head of Public Affairs & Policy of the European Association of Corporate Treasurers (EACT).

Tarek is an experienced public affairs expert, specialising in EU financial regulation and has previously advised financial and non-financial companies across the entire financial services value chain on their EU policy advocacy strategies at FleishmanHillard. Tarek has a profound understanding of the regulatory issues impacting treasury and of the strategic objectives of the EACT.

Jean-Marc Servat – Chair of the EACT – said: “We are at a point in time where the pace of EU financial regulatory initiatives has reached levels not seen since the aftermath of the 2008/09 financial crisis. We are excited to have someone with Tarek’s proven regulatory expertise lead our European public affairs and drive forward the EACT’s strategic objectives on regulatory topics”.

Tarek said: “I am delighted to be taking over this role and represent the interests of corporate treasurers in our member organisations and companies across Europe. I am also looking forward to representing the EACT and the treasury profession across Europe at a time of renewed momentum behind EU financial regulation and against the backdrop of an ambitious EU financial services policy agenda that has both spill-over effects and direct impact on treasurers”.

Tarek – a German/Egyptian dual national – holds a Master’s degree in Political Economy and EU Politics from the London School of Economics and Political Science (LSE) as well as an undergraduate degree in Law from the University of Münster.

Background: the EACT brings together 23 national treasury associations from across Europe, with approximately 13,000 members employed within 6,500 groups/companies. The EACT seeks to develop the treasury profession and represent the interests of the treasury community in the development of European financial regulation to ensure that regulatory and policy actions within Europe support the ability of treasurers to manage risk, funding, and liquidity on behalf of predominantly non-financial organisations.

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