



Update

Swiss Life Asset Managers France: Béatrice Guedj promoted to Director of Research and Innovation in France

9 September 2021

Since January 2018, Béatrice Guedj has been Head of Research and Innovation for real estate at Swiss Life Asset Managers France. Effective immediately, her remit will cover all competencies of Swiss Life Asset Managers: financial assets and real assets.

Reporting to Frédéric Bôl, Chairman of the Executive Board, and functionally to Marc Brüttsch, Chief Economist Swiss Life, Béatrice Guedj will develop multisectoral research alongside her European colleagues and contribute to the publications of Economic Research.

The quantitative research will accompany the growth of Swiss Life Asset Managers France throughout its regional investment coverage at Swiss Life Asset Managers (France, Belgium, Luxembourg, Spain, Portugal, Italy). Béatrice will thus contribute to better identifying strategies and innovative solutions for our clients, especially institutional clients. She will also promote a responsible approach to finance and long-term performance across all asset classes.

Frédéric Bôl, Chief Executive Officer: *"This new position reflects our vision of anticipating the needs of our clients by staying ahead of the curve. Béatrice Guedj will continue to develop cutting-edge research at the service of our clients for all of our activities for both financial assets and real assets at the Research and Innovation Department."*

Béatrice Guedj has 20 years of experience in the field of economic research applied to real estate and financial markets in Europe. She was Head Research at the *Institut Epargne Immobilière et Foncière* (IEIF – an independent research organisation) from 2016 to 2018, Managing Director in charge of Research and Strategy for Europe at Grosvenor from 2004 to 2016 and was responsible for the modelling for the construction sector and real estate markets at Rexecode from 2000 to 2003.

Béatrice Guedj holds a PhD in Quantitative Economics from the *Centre de Recherche en Economie et Statistiques* (economics and statistical research institute) at ENSAE

Paris and is a graduate of ENS Paris-Saclay. Her thesis was on spatial economics, economic geography and urban dynamics with random shocks.



As a Senior Advisor at the *Institut Epargne Immobilière et Foncière* (IEIF – an independent research organisation), Béatrice Guedj co-manages the academic research network on commercial real estate in the REFINE (Real estate Finance and Economics network). Béatrice is also a member of the Board of Directors of the Institut Louis Bachelier and an expert in proptech at Finance Innovation.

Béatrice Guedj is piloting the Swiss Life Asset Managers/Edhec Risk Institute research chair, which is examining the role of real estate in new investment solutions. Her latest works published in March 2021 concerns the *"benefits of multi-management in open architecture in real estate with a view to application in the SCPI market"*.

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About Swiss Life Asset Managers

Swiss Life Asset Managers has more than 160 years' experience managing the Swiss Life Group's assets. This close link with insurance underpins its investment philosophy, which has as its main objectives the preservation of capital and the generation of stable returns within the framework of a responsible approach to risk. Thus, we create the foundation that enables our clients to plan in a secure and long-term manner, with complete self-determination and financial confidence. This proven approach also allows third-party clients based in Switzerland, France, Germany, Luxembourg and the UK to benefit from the services offered by Swiss Life Asset Managers.

As at 30 June 2021, Swiss Life Asset Managers managed EUR 250.3 billion in assets for the Swiss Life Group, with more than EUR 90.2 billion in assets on behalf of third-party clients. Swiss Life Asset Managers is also a leading real estate manager in Europe¹. Of the EUR 250.3 billion in assets under management, EUR 74,6 billion are invested in real estate. In addition, Swiss Life Asset Managers manages EUR 26.3 billion of real estate assets jointly with Livit. Thus, as at 30 June 2021, Swiss Life Asset Managers managed EUR 100.9 billion in real estate assets.

Swiss Life Asset Managers has more than 2400 employees in Europe.

¹ INREV Fund Manager Survey 2021 (based on AuM as at 31 December 2020)