



Alona Eiduka

Latvian national and Swiss resident, born in 1980

Ms Eiduka has been the Bank's Chief Operating Officer since July 2022. She holds a Bachelor of Humanities in Philology from the University of Latvia and an MBA in Cross-Cultural Leadership from the University of Applied Sciences Northwestern Switzerland and Edinburgh Business School.

Professional experience:

- 2019–2022: Head of Origination at Cembra Money Bank AG (Zurich, Switzerland)
- 2014–2018: Collections Leader at Cembra Money Bank AG (Zurich, Switzerland)
- 2013–2014: Senior Manager Operations Productivity at Cembra Money Bank AG (Zurich, Switzerland)
- 2012–2013: Collections Leader ad-interim at GE Money Bank AG Switzerland (Zurich, Switzerland)
- 2007–2012: Various roles at GE Money Bank Latvia (Riga, Latvia)
- 2004–2007: Various roles at Atlas Services Group (Riga, Latvia)

Ms Eiduka is member of the Board of Directors of the Bank's subsidiary Cembra Latvia SIA.

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| Name | Alona Eiduka |
| Nationality | Latvian |
| Appointed | 2022 |
| Position | Chief Operating Officer (COO) |