



## 2024 Page Spring Seminar



### **Marsha Askins** **Group Head Communications & Branding, UBS**

Marsha Askins is a Group Head Communications & Branding and is responsible for all internal and external communications as well as UBS's branding, sponsorship and advertising activities globally. In this role, Marsha is a key advisor to the Group Executive Board on all matters related to the firm's strategic positioning, client value proposition and culture. Marsha and her team lead the efforts to convey the strength of UBS's differentiated brand

to our clients, employees, and the broader public.