

# Career profile

## **Ms Helen Cong**

**General Manager, NORD/LB Shanghai Branch**

**NORD/LB Norddeutsche Landesbank – Girozentrale –  
Shanghai Branch**



Helen has been appointed as General Manager of NORD/LB Shanghai Branch in August 2018. She is responsible for NORD/LB's overall successful business development in China and the daily operations of the Shanghai Branch.

A highly experienced banker with more than 20 years of banking experience in China, Helen was the Deputy General Manager of HSBC Shanghai Branch. Also in her most recent role as HSBC rural banking CRO, she led a team of 84 employees in 12 branches. Prior to HSBC, she was with Business Development Bank and Macquarie Bank. Helen started her banking career at the Ashahi Bank as a Graduate Trainee.

Helen holds a MBA in Finance from Villanova University, Pennsylvania, USA.