

## BACKGROUND INFORMATION

### Biography

#### **Klaus-Jürgen Baum**

Director OnVista AG

Klaus-Jürgen Baum (\*1961) is the Director of OnVista. He is responsible for the company's focus on the financial sector as well as the operation and marketing of the OnVista finance portal and the financial community Tradingbird.

Prior to joining OnVista as CEO, Klaus-Jürgen Baum gained extensive experience in retail banking and asset management. Among others, he was in charge of operations at Fidelity International in Germany and Austria and was a member of the Executive Board at Allianz Vermögens-Bank AG. He also held management positions at American Express Bank GmbH, the Commerzbank Group and Deutsche Bank Group. Klaus-Jürgen Baum is co-founder of WhoFinance GmbH, the first open search and valuation engine for financial advisors. His last role at the company was Managing Partner. Klaus-Jürgen Baum studied Economics at the Ruhr University of Bochum and at the University of Duisburg.

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