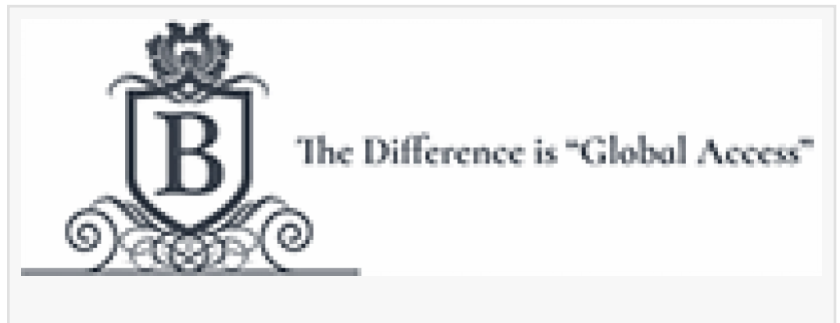


Balfour Capital Welcomes Juliette Samson as Relationship Manager

Hedge Funds, Investments, Trading

YVERDON-LES-BAINS, SWITZERLAND,
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Balfour Capital Group Appoints Juliette
Samson as Director of Digital Strategy
to Accelerate Innovation and Strategic
Growth



Balfour Capital Group (BCG), a globally respected investment and advisory firm, proudly announces the appointment of Juliette Samson as Director of Digital Strategy. A dynamic and results-driven business analyst and strategist, Juliette brings a rare combination of digital expertise, commercial insight, and transformational leadership to support BCG's expanding international footprint and innovation roadmap.



Decision-making in finance requires both analysis and courage. It's not enough to understand the numbers—you must also have the conviction to act when the path forward is uncertain."

*Christine Lagarde, President
of the European Central Bank*

With a strong academic foundation that includes a Bachelor's degree in Business Administration, a Diploma from the University of South Wales, and an MSc in Digital Entrepreneurship and Project Management, Juliette represents the new generation of globally minded digital leaders. Fluent in French and English, and with working proficiency in Spanish, she brings a uniquely multicultural and inclusive perspective to every project she leads.

Juliette's career began in the Commercial and Marketing Department of a medical products company, where her strategic thinking and commercial acumen rapidly set her apart. She developed and executed a high-impact client acquisition and sales strategy, positioning the company for sustainable growth in a competitive and regulated industry. Her success earned her a swift promotion to Head of Strategic Partnerships, where she led a team of specialists and built long-term, high-value collaborations that consistently surpassed growth targets.

Her capabilities were further demonstrated in her role as Head of Digital Partnerships, where Juliette managed complex, cross-sector initiatives with insurance firms, mutual funds,

teleconsultation providers, laboratories, and stakeholders across the healthcare ecosystem. Working within sensitive and highly regulated environments, she navigated the intricacies of data privacy, compliance, and operational transformation while driving real-world business outcomes.

“Juliette brings exactly the kind of strategic clarity and agile leadership that defines Balfour Capital Group’s forward-thinking culture,” said a BCG spokesperson. “Her experience at the intersection of digital innovation and commercial growth will be pivotal as we continue to expand our international operations and develop technology-enabled solutions for our clients.”

Known for her collaborative leadership style, analytical rigor, and fluent cross-functional communication, Juliette excels in high-stakes, innovation-led environments. She has repeatedly demonstrated her ability to unite stakeholders, deliver complex transformation programs, and execute on ambitious growth strategies with precision and purpose.

In her new role at BCG, Juliette will spearhead digital strategy and transformation across the firm’s global investment and advisory practices. Her responsibilities will include leading innovation initiatives, enhancing operational efficiency through technology, and identifying strategic partnerships that align with BCG’s long-term vision for sustainable, tech-enabled growth.

Juliette’s appointment underscores BCG’s commitment to embracing change, championing talent, and [investing](#) in next-generation leadership to remain at the forefront of a rapidly evolving global financial landscape. Her unique fusion of digital intelligence and commercial foresight is expected to play a vital role in BCG’s mission to deliver value-driven solutions to institutional and private clients worldwide.

About Balfour Capital Group

Balfour Capital Group is a premier global investment and advisory firm with a presence across Europe, Asia, and North America. Specializing in private equity, strategic finance, and venture partnerships, BCG partners with visionaries, corporations, and high-net-worth individuals to unlock growth through innovation, insight, and global expertise.

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