



## RBC BlueBay appoints Mike Bell as Head of Market Strategy

### Press release

**2<sup>nd</sup> March 2026 (London):** RBC BlueBay Asset Management ("RBC BlueBay"), has appointed Mike Bell in a newly created role as Head of Market Strategy.

Based in London, Mike will be responsible for providing economic and market analysis to clients. The new role will complement RBC BlueBay's existing extensive client engagement, with Mike providing analysis of the global economy and market insights across all investment asset classes to clients and prospects.

Speaking about the appointment, Erich Gerth, CEO of RBC BlueBay, said: "We are delighted to welcome Mike to the team. His exceptional track record, proven communication skills, and extensive client and media experience make him the ideal person to enhance our client engagement capabilities. As a leading active asset manager, we aim to assist clients by providing them with sophisticated and differentiated macroeconomic and market analysis, to aid with their decision making and hopefully help them to strengthen their portfolios."

Before joining RBC BlueBay, Mike was Global Market Strategist at J.P. Morgan Asset Management, where he also led an international team of investment specialists. In his role as Global Market Strategist, he spent most of the last decade providing macroeconomic and market analysis to clients and the media. Earlier in his career, he was a member of the Economics and Asset Allocation team at C. Hoare and Co Private Bank.

Mike Bell added: "I'm really excited about joining RBC BlueBay, a differentiated active asset manager with substantial existing scale and resource but with plenty of potential for further growth. I've been extremely impressed by the extent to which macroeconomic and political analysis is a core part of the investment process and by the strong investment performance generated across a very wide range of strategies. I look forward to assisting clients by providing economic analysis and active investment insights, supported by the full resources of RBC BlueBay and its many talented and experienced analysts and investors."

### About RBC BlueBay Asset Management

RBC BlueBay Asset Management represents RBC Global Asset Management outside of North America.

We're an active asset manager across equities, fixed income and alternatives.

In a world where markets are more complex and fast-changing than ever, your outcomes depend on partners who continuously learn what works and have the conviction to pursue it. As such, we are committed to making a positive difference for you by optimising your outcomes through long-term active investment. We test, learn, and adapt our approach – whether through disciplined conviction or navigating change – working with you to customise solutions when your needs demand it.

Our teams stay curious about where markets are heading and what that means for your goals. Expect transparency, direct access, and the agility to adjust as your needs change.

Ideas happen here.

### **About RBC**

Royal Bank of Canada is a global financial institution with a purpose-driven, principles-led approach to delivering leading performance. Our success comes from the 101,000+ employees who leverage their imaginations and insights to bring our vision, values and strategy to life so we can help our clients thrive and communities prosper. As Canada's biggest bank and one of the largest in the world, based on market capitalization, we have a diversified business model with a focus on innovation and providing exceptional experiences to our more than 19 million clients in Canada, the U.S. and 27 other countries. Learn more at [rbc.com](https://www.rbc.com).

We are proud to support a broad range of community initiatives through donations, community investments and employee volunteer activities. See how at [rbc.com/peopleandplanet](https://www.rbc.com/peopleandplanet).

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