



RBC BlueBay appoints Hayley Lai as Director of Marketing, Asia-Pacific

Press release

12 October 2026 (Hong Kong): RBC BlueBay Asset Management ("RBC BlueBay") has appointed Hayley Lai in a newly created role as Director of Marketing, Asia-Pacific (APAC).

Based in Hong Kong, Hayley will report into Jayne Fieldhouse, Managing Director and Head of Global Institutional Marketing, and lead the marketing efforts for APAC for RBC's asset management business, supporting the firm's continued growth across the region.

Hayley joins RBC BlueBay with more than 13 years of experience in marketing and communications across the asset management industry. Most recently, she was with PineBridge Investments (now part of MetLife Investment Management) in Hong Kong, where she led integrated marketing programmes across key Asia Pacific markets, spanning brand campaigns, content strategy, digital marketing, public relations, events and product marketing. Prior to that, she spent nearly six years at AXA Investment Managers (subsequently acquired by BNP Paribas Asset Management), leading regional marketing and communications initiatives across Asia Pacific.

Commenting on the appointment, Jayne said, "We are delighted to welcome Hayley to the team. Asia-Pacific is central to our "Drive2029" growth ambitions, and our business across the region is built on relationships, local relevance and genuine collaboration with clients. Hayley's role is to bring that to life, building RBC BlueBay's name and presence across APAC as we go from strength-to-strength."

Serene Sun, Head of Asia ex-Japan, Business Development, said, "Hayley joins us at an exciting time as we continue to build out our APAC business. We are seeing real momentum, and Hayley's arrival will help us translate that into even deeper engagement with clients as we continue to enhance their experience at every stage of the journey with us."

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 [Ideas for People and Planet](#)

Contact: Lydia Cambata lcambata@bluebay.com

[LinkedIn](#)

Image: New starter LinkedIn banner – “Welcome to the team, Hayley!”

We're delighted to introduce [Hayley Lai] as our new Director of Marketing, Asia-Pacific.

Hayley brings over 13 years' experience in marketing and communications across asset management in Asia-Pacific. Based in Hong Kong, she'll lead our marketing across the region.

#IdeasHappenHere

[Link to media release](#)
