

MEDIA KIT — Karen Schwok & Lucid Investments

Updated: December 2025

ABOUT KAREN SCHWOK

Karen Schwok is the Founder & CEO of Lucid Investments, a global multi-family office advising high-net-worth families in Israel, Europe, and Asia.

Former Founding CEO of Pictet Wealth Management Israel (2011–2017).

Swiss, French, and Israeli citizen.

Selected as Top Executives Alumna by the Recanati Business School at Tel Aviv University.

Board Member of the Israel–Switzerland Chamber of Commerce.

Expertise: global asset allocation, cross-border wealth management, RSUs & equity compensation, founders' financial strategy.

ABOUT LUCID INVESTMENTS

Lucid Investments is a boutique multi-family office specialized in global wealth advisory, multi-asset portfolios, accounts abroad (Switzerland, Luxembourg, U.S., Singapore), RSU planning, post-exit strategy, and family governance.

The firm combines Swiss private-banking standards with independent, conflict-free advisory.

SPEAKING ENGAGEMENTS (SELECTED)

- Weizmann Institute – Vibe Gala
- Calcalist Capital Markets Summit
- Tel Aviv University Alumni & Business School events
- International private-banking & family-office conferences
- i24 News (English & French)
- Channel 10 / TV10 financial panels

AWARDS & RECOGNITION

- Globes 40 Under 40 — Judges Panel (2025)
- LinkedIn Top Voice – Finance (2024)
- TheMarker 40 Under 40 Award (2016)

- Top Executives Alumna — TAU Recanati Business School
- Board Member — Israel–Switzerland Chamber of Commerce

MEDIA COVERAGE (SELECTED)

Ynet, Globes, TheMarker, Calcalist, i24 News, Channel 10, Private Banker International, Family Office Magazine.

PRESS CONTACT

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