



Victoria Kay

Director, Strategic Initiatives

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Victoria Kay is Director of Strategic Initiatives at Kobre & Kim, supporting the firm's strategic priorities in Africa and Switzerland, with a particular focus on International Private Client matters requiring careful cross-border coordination.

She works closely with asset and wealth managers, trustees, family offices, and other trusted advisers, engaging on sensitive and often complex situations where discretion, judgment, and long-term perspective are paramount. Her role includes supporting region-specific strategies, aligning client priorities with the firm's capabilities, and contributing to informed decision-making across jurisdictions. Victoria also maintains relationships with specialist advisers, discreet decision-maker networks, business intelligence providers, and participants in commodity-linked sectors, where a nuanced understanding of risk, governance, and cross-border dynamics is essential. This includes supporting clients in connection with asset protection and recovery strategies, where legal, commercial, and jurisdictional considerations must be carefully aligned.

She divides her time between Europe (London and Switzerland) and Africa, working closely with firm lawyers and select partners through targeted in-market engagement, including on matters involving the structuring, enforcement, and partial realization of claims in multi-jurisdictional contexts.

Before joining Kobre & Kim, Victoria was Director, EMEA at Brasidas Group, a Swiss firm providing tailored business intelligence and risk advisory services. She has supported several investment, strategic, and health-focused consultancies and continues to advise a limited number of ventures and initiatives with an African focus. She has co-authored and published research on financing models for the cultural and creative industries in Africa.

Victoria holds a master's degree from the London School of Hygiene and Tropical Medicine and a bachelor's degree from the University of Cambridge.

Education

- London School of Hygiene and Tropical Medicine, MSc in Public Health
- University of Cambridge, BA Hons. in Social & Political Sciences

Languages

- French

Publications & Presentations

- Co-author, "Finance for creative and cultural industries in Africa" (*Higher Education and Policy for Creative Economies in Africa: Developing Creative Economies*, 2020)