

Jonas Tresch

Attorney at Law, MLaw

Contact
Zurich Office
Tel. +41 58 200 38 17
jonas.tresch@kellerhals-carrard.ch

Assistance
Karin Licci
+41 58 200 39 00
karin.licci@kellerhals-carrard.ch

Kellerhals Carrard Zurich
Rämistrasse 5
P.O. Box
8024 Zürich

Attorney at law with a focus on new technologies and goal-oriented solutions.

Jonas Tresch is an attorney specializing in data protection, artificial intelligence, and financial market law. He advises financial institutions, fintech companies, and other service providers on regulatory and licensing matters as well as on contract structuring, particularly in the area of financing and credit solutions. With a strong understanding of economic contexts, he develops practical solutions that combine legal certainty with operational efficiency.

His particular interest lies in the legal and regulatory challenges of artificial intelligence in the financial sector, from governance and compliance to the responsible use of emerging technologies. He assists companies in navigating complex Swiss and European regulations and in building legally sound and future-oriented structures.

Expertise

Banking, Finance and Fintech →

Data and Privacy →

Intellectual Property Law, Technology Law, Digitalisation, and Communication →

Career

- From 2024
  attorney at law at Kellerhals Carrard in Zürich
- 2023 - 2024
  lawyer at Kellerhals Carrard in Zurich
- 2022 – 2023
  trainee lawyer at a law firm in Lucerne
- 2022
  legal clerk at Kriens District Court
- 2021 – 2022
  legal intern at a law firm in Altdorf
- 2019
  short-term legal intern at a law firm in Zug

Memberships

- International Association of Privacy Professionals (IAPP)
- Zurich Bar Association
- Lawyers' Association of the Canton of Lucerne
- ALUMNI University of Lucerne

Education

- 2025
  Certified Information Privacy Professional / Europe (CIPP/E)
- 2024
  Attorney License of the Canton of Lucerne
- 2019 – 2021
  MLaw, University of Lucerne
- 2016 – 2020
  BLaw, University of Lucerne

Other Activities

- Deputy Executive Director of the Swiss Leasing Association
- Guest speaker on AI regulation
- Lecturer on the topic of the Consumer Credit Act (CCA) in the CAS Leasing program at FHNW

Languages

German, English

Publications & Presentations

8 KI bei Investor Relations - Regulatorischer Überblick in: SIX	Jonas Tresch Rehana Harasgama Luca Bianchi	2026
KI bei Investor Relations - Regulatorischer Überblick SIX Handbücher	Luca Bianchi Rehana Harasgama Jonas Tresch	2026
Roundtable at SWISS AI SUMMIT 2025	Jonas Tresch	2025
Artificial Intelligence (Switzerland) Chambers Artificial Intelligence Global Practice Guide 2025	Cornelia Stengel Gaspare Loderer Jonas Tresch Vera Vallone	2025
Panel on Scaling GenAI in Swiss Financial Institutions	Jonas Tresch	2025
Obligations under the AI Act EU AI Act	Gaspare Loderer Vera Vallone Jonas Tresch	2024