



Jonas Tresch

Attorney at Law, MLaw

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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
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Memberships

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

German, English

Publications

Roundtable at SWISS AI SUMMIT 2025	Jonas Tresch	2025
Chambers Artificial Intelligence Global Practice Guide 2025	Prof. Dr. Cornelia Stengel Gaspere Loderer Jonas Tresch Dr. Vera Vallone	2025
Panel on Scaling GenAI in Swiss Financial Institutions	Jonas Tresch	2025
AI Summit (TrustSquare) SFTI Roundtable on AI in the financial sector	Prof. Dr. Cornelia Stengel Jonas Tresch	2024
Obligations under the AI Act	Prof. Dr. Cornelia Stengel Gaspere Loderer Dr. Vera Vallone Jonas Tresch	2024
