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Private banking Awards

Europe's best independent wealth manager 2026: Novum Partners

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Full results



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Novum Partners has built its reputation on an unwavering focus on ultra-high-net-worth (UHNW) families. Founded in 2018, the Geneva-headquartered multi-family office has successfully executed a strategy centred on complete independence from traditional banking conflicts, offering a highly personalised service model that has resonated

powerfully with entrepreneurial families seeking a true alternative to private banks.

Julien Etaix, chief investment officer, says: “What sets Novum Partners apart is not size, but focus. With an average client relationship exceeding \$200 million, we can afford to put every family’s unique goals and values at the absolute centre of everything we do.”

This model translated into a step-change in scale from mid-2024 through to mid-2025. By the end of 2024, Novum reported \$5.58 billion in assets under management, and by the first half of 2025 it had reached \$10 billion. Independent coverage was consistent with this trajectory: industry reporting around the firm highlights that it had surpassed the equivalent of SFr5 billion (\$6.3 billion) in managed assets by mid-2025, underscoring momentum in its core European UHNW segment.

Growth has not been framed as “more clients at any cost”, but as deeper service per family, supported by investment in operating infrastructure. Novum emphasised portfolio consolidation and reporting, bringing liquid and illiquid holdings into a single view, and pairing it with disciplined follow-up through an investment committee process that families can join.



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Its Guardian platform, integrated with Swiss market-infrastructure provider SIX and multiple bank systems, is designed to reconcile

holdings across custodians and produce portfolio analytics such as currency exposure and long/short positioning.

Over the review period, the firm also upgraded its internal customer relationship management system for clearer workflows and built an automated reporting layer connected to Guardian to reduce manual work and accelerate delivery of complex, cross-asset reports.

A parallel pillar has been the expansion of its footprint and senior bandwidth in Switzerland's largest wealth market. In early June 2025, Novum opened a Zurich office, initially staffed by a small team – an explicit push to be closer to the country's densest concentration of wealthy families while keeping the multi-family office model intact.

Operationally, Novum is also trying to hard-wire scalability without diluting its family-office feel. It combines a tight relationship-manager model with structured internal development, and is testing an in-house AI assistant, Nova, inside Microsoft Teams to speed up secure information retrieval for client servicing and investment work.

This broader progress has also been recognised among the firm's clients. Etaix says: "Receiving this independent asset manager award is a profound honour for the entire investment team and the entire firm. It validates our unwavering commitment to true independence – where our only loyalty is to the principal families. Your trust is the greatest reward, and we remain fully committed to growing your legacies for decades ahead."

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