



Krypto auf Abruf: Entwicklung eines regulierten Kundenangebots

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In diesem interaktiven Workshop beleuchten wir die Herausforderungen, denen traditionelle Banken bei der Entwicklung eines Retail-Angebots für Digital Assets gegenüberstehen und wie sie den richtigen Partner finden um diese zu meistern. Wie geht man strategisch am Besten vor, um erfolgreich zu sein, und wie komplex ist der Aufbau eines einfachen und bedürfnisgerechten Retail-Angebots?

Themenschwerpunkte:

- Strategische Vorgehensweise
- Interaktiver Austausch: Perspektivenvielfalt und kreative Lösungsfindung
- Best Practices und Lösungsansätze

Begleitet werden Sie während des Workshops von Dr. Alexander Thoma (Head of Digital Assets, Postfinance), David Lips (Deputy Head Digital Assets, Postfinance), Simon Kühne (Growth Lead, B2B Banks, Sygnum) und Andreas Koch (Strategic Projects Trading, Sygnum)



Dr. Alexander Thoma has worked at PostFinance since 2020 and is currently Head of Digital Assets. In this capacity, he is in charge of all digital assets products and initiatives and he represents PostFinance in this area both internally and externally. He holds a PhD from the University of Zurich (Dr. oec.) and is a chartered digital assets analyst (CDAA). Prior to joining PostFinance, Dr. Alexander Thoma was a co-founder of Alethna, a tokenization pioneer in Switzerland.

Simon Kühne is an Executive Director and Growth Lead of the Bank-to-Bank Division at Sygnum Bank. He has more than 20 years of experience in financial services (UBS and Leonteq), of which he spent eight years advising banks to offer cryptoassets and structured products. He holds a master's degree in finance from the Shanghai Advanced Institute of Finance (SAIF) affiliated with Shanghai Jiao Tong University (SJTU) and a Bachelor's Degree in Business Administration from Zurich University of Applied Sciences (ZHAW).

