



Florian Marty,

**Managing Director,
Gen Two Digital**

Florian Marty is the Managing Director of GenTwo Digital, where he leads the company's efforts at the intersection of digital assets and structured product infrastructure. He brings over 20 years of financial services expertise spanning blockchain, digital platforms, and securitization — making him uniquely positioned to drive GenTwo Digital's mission of making digital assets bankable and accessible to financial intermediaries worldwide.

Prior to joining GenTwo, Florian spent 15 years at Bank Vontobel AG, most recently as Head of Blockchain Solutions, where he led all DLT and cryptocurrency initiatives across the group. In that capacity, he established the crypto custody and execution offering for private and institutional clients, co-founded an issuing entity for crypto-related exchange-traded products (ETPs), and chaired its Advisory Board. Earlier roles at Vontobel included Head of Products & Governance and Head of Product Management for Platform Solutions, where he shaped the strategy and development of deritrade®, one of Switzerland's leading structured products trading platforms.

Before banking, Florian was a Consultant and Project Leader at The Boston Consulting Group, advising financial institutions across Switzerland, Germany, and APAC on strategy, M&A, and distribution.

A CFA charterholder and Chartered Digital Asset Analyst, Florian holds a Master of Science in Micro Technology from EPFL Lausanne and conducted graduate research in robotics at the University of Tokyo. He is fluent in German, French, and English.