

Where to start and how to get an exposure to crypto assets (case study)

Series of Crypto Investment Seminars – second Seminar

STEP WEBINAR - LUCERNE/ZUG CENTRE

SPEAKER

Tanja Moor and Andrej Majcen, Bitcoin Suisse AG
www.bitcoinsuisse.com

DATE

Tuesday, 1 February 2022

TIME

	16.30 – 18.00 hrs.
Registration	16.30 – 16.35 hrs.
Talk and Questions	16.35 – 18.00 hrs.

WEBINAR

Link and presentation will be sent in advance.

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STEP WEBINAR - LUCERNE/ZUG CENTRE **Tuesday, 1 February 2022 / 16.30 hrs.**

TOPIC

Where to start and how to get an exposure to crypto assets (case study)

- Introduction (Presenters, Bitcoin Suisse)
- Trustee Case Study: Initial wish from a settlor to get a direct exposure to crypto assets
- Initial steps (diversification, due diligence, and risk mitigation)
- Onboarding and compliance requirements
- Products and Services from Bitcoin Suisse
- Q&A + Outlook

SPEAKERS

Tanja Moor (Senior Relationship Manager, Bitcoin Suisse AG)

Mrs. Tanja Moor joined Bitcoin in July 2020. As a Senior Relationship Manager she is responsible for corporate and institutional clients.

Before joining Bitcoin Suisse AG, Tanja was a Client Manager and responsible for UK Ultra High Net Worth corporates and individual clients at Credit Suisse AG in Zurich. She also gathered international work experience at Credit Suisse AG Branch in London. Prior to that, she started her career in the financial industry in 2006 at Zürcher Kantonalbank and amongst other positions, she worked in the International Private Banking department for German and Austrian HNWI clients.

While working full-time, Tanja successfully completed her Bachelor of Science in Business Administration (International Management) and thereafter achieved two Master Degrees, a Master of Science in International Management from Olten, Switzerland and a Master of Science in International Business from Cambridge, United Kingdom.

Andrej Majcen (Head Client Services, Co-Founder, Bitcoin Suisse AG)

Andrej Majcen joined and helped co-founding Bitcoin Suisse AG in autumn 2013 as an account manager and later became a compliance officer where he ensured that all business activities adhere to the relevant laws and regulations of the digital finance industry in Switzerland.

From November 2017 until August 2018, in his function as the COO, he was responsible for the daily operations as well as accounting and finance and significantly supported the fast scaling of the corporate structure and organization. As of August 2018, he serves as the Head of Client Services and is responsible for all relationship managers of the corporate & institutional, private and retail department.

Andrej Majcen holds a bachelor's degree in business administration as well as a master's degree in accounting and finance from the University of St. Gallen. Andrej Majcen has been recognized by Forbes DACH in 2020 on its prestigious list of 30 Under 30.

December 2021/cg

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