

# Philippe Meyer

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## Personal Details:

DOB: May 4, 1964 • Nationality: French  
Civil Status: Married - 3 kids

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## Chief Digital Officer Profile

*Developing and executing innovative IT plans to drive business growth and maximise market shares.*

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Accomplished and growth-focused professional with proven history of success leveraging blockchain and IT operating visons to generate product innovation strategy. Demonstrated tenacity, resilience, and leadership expertise to organise/lead major transformation projects and achieve organisational targets. Unique ability to direct and motivate cross-functional teams for selling innovative products and increasing business profitability. Multi-lingual communicator with remarkable efficiency in English and French

## Highlights of Expertise

- Digital Platform Development
- IT Business Transformation
- Relationship Building
- Brand Marketing & Promotion
- Blockchain Use Cases and Technologies
- Capital Markets and Private Banking
- Project Management & Delivery
- Technical Due Diligence
- Budgeting & Forecasting
- Risk Assessment & Mitigation

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## Career Experience

### **Gazprombank Switzerland Ltd, Zurich (2021 – Present)**

*Business development of Blockchain products bridging traditional banking and crypto business*

#### **HEAD OF DIGITAL ASSETS AND BLOCKCHAIN SOLUTIONS (2021 to Present)**

In charge of Gazprombank crypto business in Switzerland, defining the strategy and the products, in charge of the relationship with crypto customers and shaping the responsibilities among the different business lines.

- Prepared a full documentation for a Finma audit including major a revision of some bank's directives.
- Created products for stable coins guarantees for Stable coin issuers (legal contract and smart contracts)

### **Puzzle of a Maze, NFT Expert - Zurich (2022)**

*Helping a contemporary artist ([Thomas Julier](#)) to build a "phygical" [artwork and an NFT Point of Sale for art galleries.](#)*

### **BLOCKCHAIN INNOVATION GROUP - ADVISOR (2019 - Present)**

*Advise BIG (<https://big-swiss.com/>) on their product mix and blockchain technologies.*

### **openVASP Association - BOARD MEMBER, Zurich (2020 – 2022)**

*Helping to promote travel rules and bridge crypto business with banking*

Founding and board member of the association which promotes the openVASP protocol implementing the compliance framework called "Travel rules" for the crypto industry. Representing openVASP in Trisa Board.

*Continued...*

**Avaloq Evolution AG, Zurich (2018 – 2021)**

*Direct development and execution of innovation ideas for new product marketing and business transformation.*

**HEAD OF BLOCKCHAIN SOLUTIONS (2018 to 2021)**

Created and led Avaloq's blockchain product line, defining the roadmap and bringing expert-level assistance and direction to staff in producing and selling blockchain products to customers. Designed webinar, articles, and white papers to conduct online presentations on innovation strategy. Conceptualised, developed, and initiated product innovation strategy using blockchain and data science, to enhance growth of market shares and profits.

- Achieved innovation awards at ISC Intelligence 2020 and at Bank and Innovation Paris 2018.
- Sold the Avaloq Blockchain solution to two Avaloq customers.

**Avaloq Innovation Ltd, Edinburgh (2016 – 2018)**

*Managed Avaloq's development centre to generate mobile, blockchain, and big data technologies.*

**MANAGING DIRECTOR (2016 to 2018)**

Built marketing position of corporate innovation services to secure sustainable growth opportunities. Oversaw PSD/2, portfolio management, and SaaS offering processes. Conducted lectures and meetings on blockchain technology to maximise awareness and brand recognition.

- Promoted brand within local market by communicating on big data and blockchain innovative topics within university lectures, meetups, and conferences.
- Led management and re-negotiation of grant with Scottish officials to gain grants.

**FINTECH SCOTLAND - BOARD MEMBER (2016 to 2018)**

Helped structuring the Fintech Scotland association in charge of representing the Fintech industry towards officials and other industries.

- Connected the Fintech Association with the Swiss equivalent associations.
- Interviewed the different candidates for the role of Fintech Scotland CEO.

**UniCredit, Munich (2010 – 2015)**

*Led, developed, and managed an international team of 150 employees that co-ordinated in defining project management processes and LEAN methodologies.*

**GLOBAL HEAD OF EQUITY & BROKERAGE IT (2010 to 2015)**

Supported growth of equity business by driving evolution in digital platform. Implemented innovative technologies to upgrade application landscape. Organised, monitored, and maintained information systems to meet technical requirements of new businesses in Munich, Milan, and London.

- Earned an award for creating a digital platform for equity certificates which resulted in issuing x300 financial products and producing more than 100M revenue a year.
- Planned and executed business transformation moving a part of the team from Germany to Poland, which resulted in reducing the support cost by 50%.

**Hommes et Systèmes d'Information, Consultant, Paris (2009 – 2010)**

*Provided strategic consultancy services in smartphone market for development of business models.*

Supported IT departments to understand the integration of smart phones in their strategy.

*Continued...*

**CACIB, Paris (1997 – 2009)**

*Organised world-wide technology development centres to deliver technology solutions and capture potential clients.*

**GLOBAL HEAD OF EQUITY DERIVATIVES IT (2003 to 2009)**

Conceptualised IT vision by building, managing, and motivating cross-functional architecture teams. Allocated and utilised offshore resources to build and define an outsourcing policy. Strategized and implemented innovative IT plans to increase business growth.

- Merged IT equities of Crédit Lyonnais with Crédit Agricole that enabled a cross-cultural team of 400 traders to work together on the same system.
- Managed a team of around 400 employees and held full P&L accountability for €60M budget.
- Organised a global team, delivering innovative solutions in high frequency trading, position keeping, pricing and risk management environments, increased business revenue from 200M€ to over 500M€.

**GLOBAL HEAD OF FRONT OFFICE IT (1997 to 2003)**

Structured and incentivized innovation within the Front office IT organization to increase the trading desks' competitive advantage.

- Merged Front IT of Banque Indosuez with Crédit Agricole
- Managed a team of around 120 employees and held full P&L accountability for €15M budget.
- Organised a global team, delivering solutions in pricing, position keeping and risk management for fixed income environments.

*Additional experience as **Blockchain Consultant, Head of IT - Foreign Exchange & Treasury, Project Manager, and System Developer** with multiple organisations*

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## Education & Credentials

Technical University, München

**MBA IN INNOVATION & BUSINESS CREATION (2015)**

ESME, Paris

**MSc IN COMPUTER SCIENCE - ESME ENGINEER (1988)**

**Further certifications:**

Avaloq Certified Practitioner (2016) | Prince2 Practitioner (2009)

**Technical Proficiencies:**

Blockchain, Data Science, Bpmn, Agile methodologies (Xp & Scrum), Java, C++ Programming, SQL, Node.js