Media Release

GenTwo Accelerates AI-Driven Transformation with Key Leadership Hire

Zurich, 29 August 2024 – GenTwo, the leading Swiss fintech company revolutionizing the investment landscape through Assetization, is pleased to announce the appointment of Ursin Brunner as the new Head of AI.

This strategic hire marks a significant step in the company's commitment to leveraging artificial intelligence, including generative AI and machine learning, to drive innovation and growth. GenTwo recognizes that AI is a fundamental pillar of its success as a leading fintech company. By integrating AI into the core of its platform, GenTwo is enhancing its ability to enable its clients to create customized investment products at scale.

Ursin will spearhead efforts to integrate AI and machine learning technologies into GenTwo's Assetization Platform and broader operations. He joins GenTwo from ti&m AG, where he was leading the Machine Learning team. Ursin has a strong background in Software Engineering, starting his career in 2011 at Zühlke Group. In 2016, Ursin pivoted into the field of AI/Machine Learning and worked both as a researcher in academia at ZHAW Institute of Applied Information Technology and as Lead Machine Learning Engineer for ti&m AG. For the last 2.5 years, he was leading a team of ten ML engineers at ti&m AG. Ursin will take up his post effective September 1, 2024.

"We're excited to welcome Ursin to the GenTwo team," said Philippe A. Naegeli, CEO of GenTwo. "His expertise will be instrumental in accelerating our GenAI and machine learning initiatives, enabling us to offer even more innovative solutions to our clients and partners, in particular in the area of mass customization of financial products."

"I am thrilled to be part of GenTwo's team at this pivotal moment in financial technology. The potential for AI to revolutionize the investment landscape is immense, and GenTwo is perfectly positioned to lead this transformation," added Ursin.

In addition to internal applications, GenTwo is committed to integrating AI technologies in all aspects of its business. One exciting initiative in this direction is a new program, to be rolled out in September. This will be the introduction of GenAI-created client product videos featuring bespoke AI avatars. The AI avatars will transform how financial products are presented and explained, making complex concepts more accessible and engaging for end-users. This is part of GenTwo's ongoing efforts to help its clients succeed by supporting their product marketing efforts.

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About GenTwo
Founded in 2018, GenTwo is a Swiss-based B2B fintech that provides the technology and tools for the mass customization of financial products – a process the company refers to as Assetization. It serves banks, asset managers, family offices and other financial intermediaries who are looking for a frictionless, cost-effective, digital-first securitization platform free from the constraints imposed by traditional providers. Thanks to GenTwo, financial intermediaries around the world can expand their product shelves and cater to the increasing desire of their clients for diversification and belief-driven investment opportunities. They can also unlock the estimated 78 trillion US dollars' worth of value currently held in non-bankable assets globally.

GenTwo's offering is based on two pillars. With its GenTwo Pro Assetization Platform, asset managers can turn any traditional, alternative or digital asset or strategy into a bankable product in just a few clicks using their own dedicated issuer. Its GenTwo Pro for Banks offering – the world's first Swiss-based AMC platform for banks – allows banks and their clients to create and issue bankable AMCs on all liquid or digital assets in a matter of minutes. Since inception, over 300 clients in 26 countries have worked with GenTwo to issue over 1,400 products with an accumulated volume of more than five billion US dollars. While previously serving clients solely out of Switzerland, in 2024 it expanded its global footprint with an office in the UK. It plans to move into the US market in 2025.