GenTwo

Media Release

Bastian Barthelmann Joins GenTwo as Chief Operating Officer (COO)

Zurich, October 1st, 2024

GenTwo, the leading Swiss fintech company revolutionizing the investment landscape through Assetization, is pleased to announce the appointment of Bastian Barthelmann as Chief Operating Officer (COO), effective October 1, 2024.

Bastian brings over 15 years of experience in strategy and management consulting at Accenture, with an extensive track record in digital strategy, operational excellence, and large-scale transformation initiatives. At Accenture, he played a key role in leading and scaling the firm's digital transformation consulting practice in Switzerland, while driving growth for clients in the financial services sector. His expertise spans the intersection of business and IT, where he has successfully led global, multi-year transformation programs, particularly in banking.

As COO at GenTwo, Bastian will focus on enhancing operational execution excellence while supporting the company's ongoing expansion. He will leverage his deep expertise to implement GenTwo's current strategic initiatives and help shape the next phase of the company's growth journey. This appointment aligns with GenTwo's commitment to scaling its operations and continuously refining its business models to maintain its position at the forefront of financial innovation.

Philippe A. Naegeli, CEO of GenTwo, commented: "We are thrilled to welcome Bastian Barthelmann to the GenTwo leadership team. His extensive experience in digital transformation and leadership in the financial services industry makes him the ideal choice for the COO role. Bastian's proven ability to scale operations and improve execution will be vital as we continue to innovate and expand our global presence."

Bastian added: " I'm excited to join GenTwo at this important stage in the company's journey. I look forward to contributing to the company's continued success by driving operational efficiency and strategic growth initiatives."

Bastian holds a Master's degree in Information Management from the University of Erlangen-Nuremberg.

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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.