

Media Release

## Martha Boeckenfeld: New addition to the Advisory Board at GenTwo

Zurich, January 11, 2022 – **The highly respected platform banker Martha Boeckenfeld is joining the Advisory Board of the securitization specialist GenTwo, with immediate effect. A leading expert in platform economics and digital business models, she will advise the rapidly growing fintech company on the further expansion of its ecosystem and play an important role in its governance.**

Martha Boeckenfeld has become a member of the GenTwo Advisory Board. As the thriving ecosystem in which this specialist firm operates is playing an increasingly important role in the overall financial market, Boeckenfeld's competence in this area of fintech, digitization and ecosystems makes her an ideal choice to join the ambitious Zurich-based company. GenTwo builds securitization platforms for asset managers, banks, venture capital investors, and family offices, allowing it to serve as a bridge between the already established financial world and one that is newly developing. In addition to its primary activities, GenTwo has also created a community platform for innovation with "AssetRush" to connect innovators and investors.

With wide experience as a senior manager, for the last ten years Martha Boeckenfeld has concentrated on concepts related to the platform economy, dynamically evolving ecosystems, digital business models and transformation, as well as the modern customer experience. As a thought leader with a strong entrepreneurial spirit and a very extensive network, she regards it as important to implement and promote innovation with selected partners. Working together with the GenTwo team, she will play an important role as a new member of the Advisory Board, helping to expand the company's ecosystem and assure proper corporate governance. The stated aim of bringing an executive with her background on board is to generate valuable added value for GenTwo, its customers, and partners.

***"I am very much looking forward to working with my fellow members of the Advisory Board,"*** said Boeckenfeld, ***"and to support the experienced GenTwo team to develop an ecosystem with global reach for innovation, while continuing to build up its exciting 'AssetRush' community platform."***

Philippe A. Naegeli, CEO of GenTwo, added, ***"Martha will help us make decisive progress in shaping the international GenTwo ecosystem, particularly with our sub-brands 'GenTwo Digital' and 'AssetRush'. We will also be able to benefit from her many years of expertise in***

***managing existing projects and planning future ones. We are delighted to have convinced Martha, a proven expert in her field, to join us."***

## **About Martha Boeckenfeld**

A dual citizen of Switzerland and Germany, Martha Boeckenfeld obtained her law degree in Münster and then held managerial positions at the Winterthur Group, which at the time belonged to Credit Suisse, eventually rising to become a member of the group's Board of Directors. Altogether Ms. Boeckenfeld has almost 25 years of experience in management positions in the financial services sector, including as CFO of the BHF Kleinwort Benson Group, CEO of Kleinwort Benson Bank, and Executive Board member of UBS Switzerland, where she was responsible for its Digital Platform and Marketplaces, and acted as Senior Advisor for Platform & Ecosystems at UBS Global Wealth Management. She is also a founding member of the fintech company DFG Deutsche Fondsgesellschaft SE Invest and was a member of the board of Unicredit, Generali Switzerland, and the fund board of Blackrock Global Funds. Her career trajectory so far has taken her not only to Switzerland but Europe and Asia as well.

## **About GenTwo**

Zurich-based innovative securitization specialist GenTwo has created a new generation of financial products. The company builds securitization platforms for its institutional clientele and enables professional investors to securitize not only bankable, but also non-bankable assets with a Swiss ISIN. The focus on so-called off-balance-sheet investment products solves the problem of declining margins and growth barriers for many financial market players. It opens up new performance potential by creating access to a theoretically unlimited world of asset classes. Financial intermediaries, including banks, can use GenTwo setup to realize their own product and business innovations. GenTwo: [gentwo.com](http://gentwo.com), GenTwo Digital: [g2d.io](http://g2d.io)

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