

Media Release

GenTwo appoints Simone C. Drill as CMO and reaffirms international growth strategy

Zurich, June 30, 2022 – GenTwo has appointed Simone C. Drill as its new Chief Marketing Officer (CMO) and member of the Executive Board. She has many years of global management experience in the financial industry at companies including UBS and Swiss Re. For GenTwo co-founder and CEO Philippe Naegeli, the appointment of Simone C. Drill is a clear commitment to the international growth strategy of the fast-growing fintech company.

GenTwo has appointed Simone C. Drill as its new Chief Marketing Officer (CMO) and member of the Executive Board, effective from July 1, 2022. As a proven expert in marketing and communication, she has many years of international management experience working for companies including UBS, where she was in charge of the strategic development of global event marketing, hospitality, and correspondent communication, among other things. “I am incredibly excited to be taking on this new challenge in a dynamic environment in an industry that is still in its infancy,” says Simone C. Drill. “What Philippe Naegeli’s team has created here within a very short time is unparalleled in the Swiss financial world. It’s an honor for me to be able to shape the further development of GenTwo, GenTwo Digital and the innovative communication platform AssetRush with this unique team.”

Market leadership in innovative issuance solutions

The appointment of Simone C. Drill allows GenTwo to complete its Executive Board by filling the position of CMO following the departure of Sandra Chattopadhyay. “We are thrilled that Simone will be responsible for marketing and communication at GenTwo,” says Philippe Naegeli, co-founder and CEO of the Zurich-based fintech company. “With this appointment, we are clearly demonstrating that we want to expand and communicate our market leadership in the field of innovative issuance solutions internationally.”

Simone C. Drill holds qualifications including an Executive Master of Science in Communications Management from the University of Lugano, a CAS in Business and Corporate Development Strategies from the University of St. Gallen (HSG) and a CAS in Intercultural Management from the University of Cambridge. In her various positions at the world’s largest asset management company, UBS, Simone C. Drill provided strategic support for key projects. As well as being involved in the 150th anniversary celebrations of the major Swiss bank, she participated in the redesign and change management of the Staff and Client

Services unit and the remodeling of the Group's headquarters in Zurich. In connection with the digital platform key4 by UBS, which was launched as a digital ecosystem in spring 2020, Simone C. Drill was responsible for the development and rollout of the omni-channel marketing strategy in addition to the positioning strategy as Product Owner - Investment Properties. At the Swiss Reinsurance Company (Swiss Re), her focus was on the global consolidation and development of event marketing and sponsorship activation.

Continued strong growth at GenTwo and GenTwo Digital

The business momentum of GenTwo and its subsidiary GenTwo Digital has progressively picked up since the company was founded just over four years ago. While assets under service stood at USD 300 million at the end of December 2019, the successful Zurich-based fintech company topped the important two billion USD mark in April 2022. The total number of products launched via the issuance solution grew by 82% at GenTwo in 2021 and by 200% at GenTwo Digital. In absolute figures, the two companies have already issued more than 700 products since their establishment. This rapid growth can be explained by the ongoing high level of interest in alternative and digital investments among institutional clients around the world.

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