Digital Assets Business Developer

Experience level : Senior

Office : Geneva

Context: The Digital Assets Business Developer will have a strategic role in developing and driving the Bank's digital asset offering, contributing both to the Bank's ambitious growth objectives and innovation strategy, and hence to revenue generation.

Job summary: In collaboration with the management, further develop and drive Syz Bank's digital asset offering, both from a product / service standpoint and from a commercial standpoint. Be the center of competence for digital assets and collaborate actively with internal and external stakeholders

Key responsibilities

- Define and implement an overall strategy further development of the Bank's digital asset offering
    - Define a roadmap for product / service development, incl. but not limited to new coins / protocols, staking, credit offering, tokenization of real assets, etc.) – and potentially development of a corporate offering
    - Define business plan and prioritise each functionality
    - Coordinate execution of the offering development with relevant stakeholders and support from IT projects team
- Business development (to be measured against a business plan)
    - Define a market strategy to increase clients / assets base using the Bank's digital asset solutions
    - Execute the business development strategy, with potential support from Commercial Director; this should include activities such as:
        - Leveraging own network of crypto investors (private or professionals such as EAMs)
        - Onboarding new clients (digital assets interests but also traditional assets as diversification)
        - Establishing partnerships with potential business introducers
        - Activating marketing activities to develop target segments as per the defined strategy
    - Develop a specific market strategy for corporate clients, depending on offering development
- Drive business development through expert role
    - Act as single point of contact to front office colleagues for any client or prospect related activities linked to the Bank's digital asset offering:
        - Contribute to discussions with existing clients interested in investing in crypto
        - Contribute to business development efforts with prospects, when the Bank's digital asset offering is part of the discussion / sales pitch
    - Drive the whole organization on any topic requiring digital asset expertise (e.g., question mark on new business opportunity, onboarding of crypto-rich client, etc.)

Your profile

Professional experience

- 5+ years' proven experience in digital asset department of a traditional bank, asset manager, or crypto fintech (e.g., exchange, digital bank, etc.) with commercial / business development responsibilities
- Additional experience in the digital asset / blockchain industry considered a plus

Professional competencies:

- Great understanding of digital asset ecosystem, and the evolution of its landscape in terms products & services offering

- Good understanding of private banking business, investment products and wealth management

- Great understanding of crypto legal and regulatory framework, particularly in Switzerland

- Excellent interpersonal skills, ability to establish contact quickly

- Ability to communicate and influence effectively and persuasively (verbally and in writing), including with senior stakeholders

- Past experience in client servicing activities would be a plus

Personal competencies:

- Achievement-oriented and self-starter, with a competitive drive to get things done

- "Sales" mindset

- Resilience when faced with adversity or failures

- Structured way of working, project management competencies

Language requirements:

- Excellent command of English and French, both spoken and written. German, Spanish or Portuguese would be an asset

IT Skills:

- Strong understanding of blockchain and key protocols

- Good knowledge of Excel and PowerPoint

Education:

- Bachelor's degree in finance, Economics, Management or IT (or equivalent qualification)

- CFA or equivalent a plus