

Adriano Bertini

Candidacy as President of the Bitcoin Association Switzerland

“Strengthening Our Roots, Expanding Our Reach, and Enhancing Our Impact While Adapting to Evolving Market Conditions”

Dear Members of the Bitcoin Association Switzerland,

Since October of last year I have served on the BAS board, and before that I have been a proud member of the association for several years. It has been a great honour to work alongside my fellow board members, and together we have reached a number of significant milestones, listing few of them below:

- **Membership growth:** We have nearly doubled our membership from roughly 150 members at the start of our term to just under 300 today.
- **Community outreach:** We have visited communities across the country, forging lasting relationships with local community managers.
- **Visibility:** We have raised BAS's profile by organising events featuring world-renowned speakers from the Bitcoin ecosystem.
- **Governance foundation:** We have established an initial governance framework, including clear processes for membership administration and overall BAS operations.

These experiences have deepened my appreciation for the association's role in Switzerland, underscored the importance of expanding our reach, and reinforced the need to stay true to the core principles on which BAS was founded. The future of the association depends on three fundamental pillars:

Financial Freedom, Open Communication, and Collaborative Governance.

BAS brings together a diverse group of individuals from many cantons and linguistic regions, but I believe all united by a shared vision: **to make Switzerland the global capital of Bitcoin and financial-freedom technologies.**

Building on the lessons learned during my first year on the board, I am pleased to submit my candidacy for President of BAS. I propose the following five focus areas to further amplify BAS's influence and nurture vibrant communities in every canton:

1. Connecting

- **Strengthen cantonal networks:** Deepen relationships and collaborations with local associations in each canton.
- **Policy engagement:** Increase involvement in advocacy and dialogue with policymakers to keep Switzerland at the forefront of financial-freedom innovation.
- **Public presence:** Expand coverage in newspapers, social media, and regional journals to raise public awareness of BAS's work.

2. Educating

Centers of Excellence: Establish working groups dedicated to:

1. Technology & Security
 2. Legal & Regulatory Affairs
 3. Bitcoin Ventures
- **Course offerings:** Enable corporate members to provide free, high-quality courses to BAS members via the BAS platform.

3. Member Involvement

- **Leverage expertise:** Mobilise existing members to support BAS's operations, event planning, and strategic initiatives.

4. Advocating

- **Regulatory dialogue:** Engage communities, media, and policymakers to promote sensible regulation that unlocks opportunities for the Bitcoin industry rather than stifling innovation.

5. Improving Processes

- **Financial stewardship:** Appoint a Treasurer responsible for payments and budgeting.
- **Administrative support:** Designate a Secretary to oversee documentation and correspondence.
- **Automation:** Implement tools and workflows to streamline routine tasks and improve efficiency.

I would be delighted to be considered for the role of President of the Board, and I pledge to bring my energy, passion, network, and dedication to further elevate BAS. Together, we can continue to build a stronger, more connected, and more influential Bitcoin Association Switzerland.

Thank you for your consideration.

Warm regards,

Adriano Bertini

Board Member, Bitcoin Association Switzerland

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EU National – Swiss C Permit



Profile:

- Dynamic and results-driven executive with over 10 years of experience in the banking, financial services, and digital assets industry. Proven track record in enterprise strategy, product development, go to market and market expansion, successfully delivering the first Ledger Enterprise off-exchange trading network [Tradelink](#) and 18+ mission-critical products across traditional and digital assets infrastructures
- Advanced knowledge of the Bitcoin protocol, Layer-2 solutions, and digital asset infrastructure, with ability to bridge gaps between traditional finance and digital asset technology

Projects focus: banking, trading execution, trading operation, transaction payments/processing/clearing and settlement

- Public speaker for Ledger Enterprise at global industry conferences, representing the company's institutional solutions and driving thought leadership in digital asset security, blockchain adoption, and enterprise wallet infrastructure
- Experience as trusted advisor to senior stakeholders and trading desk heads, delivering project proposals, status updates, and strategic planning for resource allocation and funding
- Led third-party integrations of institutional trading technology, analyzed vendor solutions, defined business and technology requirements, and supporting seamless implementation through in-depth analysis
- Board Member of the [Bitcoin Association Switzerland](#)

Professional Experience

2022 – 2025 **Ledger Enterprise, Zurich – Switzerland**
Head of Strategy, Go-to-Market, and Interim Product

- Designed, delivered, and launched Ledger [Tradelink](#), the first multi-custodial off-exchange trading solution in the digital asset industry. Built the product from initiation to successful delivery, addressing key requirements for institutional buy-sides (asset managers, funds) like counterparty risk minimization in trading and lending of assets
- Managed and led a high-performing team encompassing GTM, Sales, and Business Development functions, ensuring alignment with company objectives
- Served as interim CPO for Ledger Enterprise, rebuilding and optimizing workflows to enhance productivity and efficiency
- Launched a new staking offering, diversifying the company's product portfolio and revenue streams
- Developed comprehensive strategy, roadmap, and GTM plans targeting both traditional finance (TradFi) and native digital asset trading markets
- Cultivated and managed strategic partnerships with key institutions, strengthening Ledger Enterprise's position in the industry

2020 – 2022 **EPAM Systems GmbH, Zurich - Switzerland**
Senior Business Analyst - Product Owner

- Working with global clients to plan and execute the delivery of mission critical infrastructure, and functional developments
- Managing agile development through: sprint planning, user stories prioritization, analysis, testing and deployment
- Supporting daily operation through troubleshooting and documenting application issues, and working them through resolution
- Working with the development team to design effective and efficient code to achieve target objective

2017 – 2020 **Bank of America Merrill Lynch, London - U.K.**
Vice President
PM/Lead Business Analyst - Electronic Trading Technology

- Managed the global implementation of a third-party market access FPGA solution to reduce roundtrip latency for High Frequency Trading clients. The ultra-low latency platform has been successfully deployed across several exchanges and brought significant performance improvement and increase client satisfaction.
- Ran global working group calls with regional heads of trading desks to provide detail review of key issues and upcoming deliverables.
- Managed agile development through sprint planning sessions, back log reviews, and sizing of user stories.
- Defined business requirements for the development of liquidity seeking algorithmic trading strategies for Direct Strategy Access clients.
- Analyzed smart order routing strategy performance, to develop solution to reduce market impact and cost of trading while increasing order fill rate.
- Analyzed and supporting the implementation of regulatory requirements for MiFID II and Brexit regulation for EEA markets.

2014 - 2016 Bank of America Merrill Lynch, New York City – NY – U.S.A.

Assistant Vice President/Vice President

PM/Lead Business Analyst - High Touch Trading Technology

- Managed the implementation of strategic initiatives to improve the performance of the U.S. and International Cash & Portfolio High Touch trading platforms for order management, execution management, and position keeping.
- Wrote business and technical requirements, and managed development to completion for the integration of an in-house position keeping system for the U.S. High Touch trading desk. The in-house position keeping system replaced the legacy platform and initiated the process of migration out of the legacy vendor framework.
- Worked in collaboration with the Regulatory Technology (OATS/ACT) and Compliance teams for the implementation, and testing, of Regulatory industry mandated requirements (SEC Tick Size Pilot, Market Access); significant knowledge of U.S. regulatory rules and regulation (Reg NMS, Reg Sho 201, Limit Up Limit Down).
- Presented to stakeholder, providing effort estimates and agreeing on timeline for delivery.
- Supported End to End Unit/QA testing, Electronic Trading Technology Algo strategies testing, pre-implementation, and post implementation control checks.

2012 – 2014 Deutsche Bank Securities Inc., New York City – NY – U.S.A.

Assistant Vice President

Lead Business Analyst- Global Market Equity- Trading Technology

- Managed deliverables for the implementation of an in-house Order Management, and Execution Management (PT, DMA, DSA, UltraSOR) platform. Tasks included interfacing with sales traders, execution traders, and middle office for requirements gathering, analysis of current business flows, systemic rules, FIX Tag Evaluator Engine (TEE) rules, Algo trading strategies, other business functionalities, and design of target solutions.
- Managed the implementation and on-boarding of Broker Dealer flow for Multi-Leg option for electronic trading/DMA/HFT desk. Analyzing and testing FIX connectivity to the HFT platform, Ultra SOR for Dark/Lit pools order routing/crossing, drop copies to Drop Copy Adapter (DCA) and Algo destinations and designed and implemented FIX tag mapping logic, TEE rules for booking and downstream reporting.
- Analyzed, tested, and supported the implementation of requirements to achieve timely submission of the FINRA mandated FOCUS Supplementation Statement of Income (SSOI). Deutsche Bank Group Finance Star Award was conferred for this effort.

2011 - 2012 Royal Bank of Scotland, Plc., Stamford – CT – U.S.A.

Associate Business Analyst- Markets and International Banking

- Gathered requirements, and support design, testing and implementation of:
 - o A global trading rules engine for Interest Rate Derivatives.
 - o A global Operational Data Cache (ODC) to replace legacy Trade Data Warehouse (TDW).
 - o A global ledger for trade booking.
- Managed, supported, and tested the on-boarding of Global Derivative System (GDS) and ICE booking flow into the developed rules engine and ODC framework.
- Analyzed, designed, tested and implemented the consolidation of multiple sources of FX spot and forward points into single golden source for FX desk.

2009 - 2011 Portolano Products, Inc. - New York - NY – U.S.A.

Senior Associate

Account Manager

- Managed and retained portfolio of clients accounting as a significant portion of the company's revenue generation.
- Analyzed client's sales report by region to identify geographic distribution, customer's demographics, and market opportunity.
- Presented to the CEO and top management global trends and market conditions to recommend strategic directions.

2007–2008 KPMG LLP - New York - NY – U.S.A.

Associate - IT Advisory Services - Line of business: Financial Service

- Managed relationship at the client site with top management and CFO, periodically presenting testing results and process improvement observations.
- Performed control testing over reconciliation of trading positions and over data integrity of critical financial information for an array of different products (Equity, Fixed income, and Credit Derivatives) to establish the solidity of the control environment.
- Performed control system testing over logical access and an assessment over completeness and accuracy of system interfaces, credit limits calculations, and reporting logic.

Education and Qualification

2021 – 2021	Scrum Master – Scrum Inc.: ID# SM-1361936
2019 – 2019	Python for Data Analytics and Machine Learning – City University of London – London, UK
2014 – 2014	CFA Program - Passed Level I of the Chartered Financial Analyst Program - New York, NY
2005 – 2007	M.B.A. – Master in Business Administration - SUNY Albany - Albany, NY - GPA: 3.5 Concentration: Information Technology Management
2000 – 2004	Bachelor in Management Engineering - University of Rome, “Tor Vergata” – Rome, Italy Concentration: Production System Modelling and System Dynamics

Technical Skills

- *Bitcoin Protocol and L2 solutions – concepts:*
 - o Layer 2 solutions and payment processors (Lightning, Liquid, BTCPay Server)
 - o HSM Technology and security framework
 - o Bitcoin blockchain data structure: nodes, blocks, transaction (Tx) data analysis, Mempool data analysis
 - o Transaction elements: UTXO analysis, locking scripts, P2SH
 - o P2P networks / Distributed Computing
 - o Public key cryptography/Bitcoin Custody/MultiSig schemas (2/3, 3/5)
- *Programming Languages:* Python, Java
- *Electronic Trading Protocols:* FIX, OUCH, UTP, ITCH
- *Operating Systems:* Linux (Ubuntu, Raspbian), Unix, macOS, Windows
- *Bus Messaging queue services:* AMPS, Tibco EMS
- *Databases:* MySQL, Oracle SQL, Sybase
- *Applications:* Grafana, MS Office, MS Excel/VB, Jupiter,
- *Software development tools:* Git, Slack, GitHub, Horizon/JIRA

Languages

English (Fluent), Italian (Native), German (Beginner), French (Beginner), Spanish (Beginner)

Membership/Activities/Interests

Membership: Board Member - Bitcoin Association Switzerland: <https://www.bitcoinassociation.ch/>

Activities: Snowboarding, Hiking, Football coaching (Level 1 – London FA certified), Volunteering.

Interests: Chess, Reading (particularly: History, Austrian Economics, Data Science, Math/Cryptography).