

Dear Bitcoin Association Switzerland Members,

My journey into Bitcoin began in 2016, not only through textbooks or trading screens, but especially by attending BAS events. Those gatherings sparked the curiosity and ultimately led my career to the digital-asset industry. Many of the people I met through BAS during those early days became trusted peers, collaborators, and eventually even co-workers. The open, curious and mission-driven spirit of this community shaped my path — and it is now my turn to give back.

I am applying for the role of President because I believe in the values that Bitcoin stands for: sound money, decentralisation, and individual empowerment. Switzerland has long been a pioneer in decentralisation, financial integrity and innovation. To preserve that position, we must continue to educate society about Bitcoin and drive awareness through responsible, open and engaging initiatives. At the same time, we must ensure that Switzerland remains a globally attractive home for Bitcoin entrepreneurs, investors, and builders — and does not lose its leadership due to regulatory uncertainty or short-sighted policy decisions.

Strategy & Priorities

If elected, my focus will be on strengthening BAS both structurally and publicly while building on the progress of the current board:

1. Governance and organisational foundation

My immediate priority will be to continue improving governance, accounting, and statutory compliance — ensuring BAS stands on a professional and credible foundation. A mission-driven association deserves world-class structure, transparency and accountability.

2. Efficient operational structure & collaboration

To improve day-to-day management, I propose establishing a small, efficient operational office — ideally co-located with like-minded Bitcoin organisations. Shared infrastructure and collaboration will strengthen the ecosystem and enable BAS to run smoothly at all times.

3. Education & awareness leadership

Education is our most powerful tool. I will support high-quality learning initiatives, accessible content, and grassroots programmes to help the public, policymakers and institutions understand the importance of sound money and Bitcoin sovereignty.

4. Stronger public presence & community engagement

I would like BAS to be louder, more visible, and more engaging — with creative campaigns, partnerships, and a strong ambassador network. Cool, high-quality Swiss Bitcoin merchandise and memorable events will help spread the message organically and proudly.

5. Constructive voice in policy & advocacy

We cannot leave shaping regulation to the critics. BAS must be a constructive, well-informed voice ensuring Switzerland remains an ideal jurisdiction for Bitcoin innovation, entrepreneurship, and long-term economic leadership.

I would be honoured to contribute my experience, my network and my time to ensure BAS continues to lead with passion, vision and community strength.

Thank you for your trust and consideration.

Jan Brzezek

CURRICULUM VITAE - BAS

JAN BRZEZEK

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Profile

Swiss entrepreneur and executive with deep expertise in regulated digital-asset finance and banking innovation. Founder & former CEO of Crypto Finance Group, acquired by Deutsche Börse Group. Served as responsible person under FINMA and BaFin regulatory regimes. Committed to strengthening Switzerland's leadership in responsible Bitcoin adoption, decentralised financial infrastructure, and open-innovation ecosystems. Fluent in German & English.

Professional Experience

Founder & CEO — MooringMate AG (2025–Present, Switzerland)

Building a booking platform for mooring buoys to reduce the negative impact of anchoring.

Founder & CEO — Crypto Finance AG (2017–2024)

Built Switzerland's institutional crypto-finance group from concept to regulated industry leader.

Key achievements:

- Grew team from 1 to 120
- Raised >CHF 40m capital from institutional investors
- Led successful acquisition by Deutsche Börse Group (2021)
- Secured multiple regulatory approvals from FINMA and BaFin
- Established banking partnerships
- Awarded **Swiss FinTech of the Year (2019)**
- Keynote speaker at 100+ industry and policy events globally

UBS — Zurich, Singapore, Hong Kong (2012–2017)

- Office of the President of UBS Asset Management & UBS EMEA: strategy support, innovation initiatives (like setting up a bitcoin fund for wealth management clients), executive governance
- Global Markets: institutional advisory & structured-products trading across regions

Board & Industry Roles

- **Director, MooringMate AG (2025–Present)**
- **Director, JABR Ltd. (2024–Present)**
- **Working Group Member — Swiss Banking Association (Digital Assets) (2023–2024)**

Education

BSc Banking & Finance, Zurich University of Applied Sciences (ZHAW)

Swiss Armed Forces — **Captain, Military Intelligence**

Languages

German (native) • English (fluent) • French (proficiency)

Personal

Married, two daughters. Offshore sailing captain, ocean conservation, Bitcoin & Innovation