

Yuval Rooz

Co-founder and Chief Executive Officer, Digital Asset
New York



Yuval is a visionary leader at the intersection of finance and technology.

Yuval co-founded Digital Asset in 2014 to fill a gap in the blockchain space, ultimately taking the technology beyond cryptocurrencies and using it to bring greater efficiency to financial services.

Under his leadership, Digital Asset has grown from a fledgling start up to a leading enterprise blockchain company whose technology is used by top institutions and market infrastructures around the globe. With a vision for a world where businesses seamlessly connect regardless of the underlying technology, he is taking Digital Asset to the next level by creating a Global Economic Network that will fundamentally change the future of business and how companies interact.

During his tenure, Yuval hired the majority of the company's executive leadership, established its presence in six countries, and facilitated the acquisition of four tech startups in two years. He has secured more than \$300 Million in financing for the company from a range of strategic investors, including leading financial and technology companies Accenture, Citi, Goldman Sachs, IBM, J.P. Morgan, Salesforce, Samsung, and VMware, among others and most recently private equity firms 7RIDGE and Eldridge. Yuval has built trusted relationships with Digital Asset's clients and partners, growing its customer base threefold in 2020. Digital Asset's customer base includes organizations across financial services, healthcare and insurance, such as the Australian Securities Exchange, BNP Paribas, Broadridge, Change Healthcare, and Hong Kong Exchanges and Clearing.

Previously, Yuval managed an algorithmic trading desk at DRW Trading and he launched DRW Venture Capital as a member of the firm's investment team. He also worked as a developer at Citadel.

Yuval serves on the Board of Directors of the Global Blockchain Business Council, a leading global industry association for the blockchain technology ecosystem. He is also a frequent speaker at industry events, and is often quoted in well respected media outlets such as Bloomberg, Financial Times and Forbes, among others talking about enterprise blockchain in

the context of interoperability, central bank digital currency, clearing and settlement, and sustainable finance.

Yuval holds a Bachelors of Science in Electrical Engineering from the Georgia Institute of Technology. He is based at the company's headquarters in New York City.