



REFERAT 21SHARES

# Update from the World of Digital Assets 2024

Mittwoch, 24. April 2024, 10:30 - 11:10 UHR

Deutsch

**Referent(en):** Lisa Fischer Adrian Fritz

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Discover the latest insights into Post-Halving Bitcoin, current trends and optimal portfolio allocation. Experts from 21Shares will provide in-depth analysis and explanations on these key topics, offering valuable perspectives to help you navigate the rapidly evolving landscape of digital assets.

## **Lisa Fischer**

Senior Sales Associate

Lisa Fischer embarked on her career journey at BNP Paribas Niederlassung Deutschland, where she began her professional path as an expert in Options & Futures. In 2019, Ms. Fischer transitioned to Swissquote, one of Switzerland's leading online banking institutions. It was here that she not only became well-versed in traditional banking practices but also discovered her passion for crypto-assets. Pursuing her enthusiasm, Lisa Fischer undertook further education, earning the Certified Crypto Financial Expert (CCFE) credential, which deepened her knowledge and expertise in the field.

In August 2021, Ms. Fischer made the decision to contribute to the convergence of the cryptocurrency realm with the established financial world. She now serves as a Senior Sales Associate at 21Shares, the world's pioneering crypto ETP (Exchange-Traded Product) issuer. This move showcases her commitment to bridge the gap between the world of crypto and the existing financial landscape.

## **Adrian Fritz**

Head of Research

Adrian Fritz is Head of Research at 21.co – the world's leader in providing access to crypto through simple and easy to use products, and parent company of 21Shares. Adrian creates data-based market analysis with a focus on the cryptoasset industry. Fritz completed a master's degree at HULT International Business School in San Francisco and began his career as a stock broker in New York. He then worked in investment banking and management consulting. Before 21.co, he was at Signature Management Consultants SL in Barcelona and worked as a financial analyst at Cellnex Telecom in Zurich.