



**LIECHTENSTEIN
BANKERS ASSOCIATION**



**Marcel Fleisch
Chief Product Officer
VP Bank Group**

- Marcel has more than 15 years of professional experience in various leadership positions in international private and institutional banking.
- He is the Chief Product Officer of the VP Bank Group. In this role, he oversees tasks such as offering and service development, pricing and monetization and development of digital assets solutions.
- Marcel holds a master degree in Business Administration and economics from University of Innsbruck.
- Since 2020, Marcel has been pioneering the financial services industry by establishing a new business line focused on the digitisation of valuable physical collectibles (real-world assets), underpinned by blockchain technology. By transforming these objects into digital assets, it serves existing and new customer needs and creates innovative customer experiences. By combining inspiring new services and new visualisation elements (VR), integrated with a curated ecosystem partner network, Marcel and his team enhance the solutions by adding a strong emotional component. All this is achieved while keeping the trust of traditional banking processes at the forefront.
- Marcel is also the co-founder of an invention company as well as the co-managing director of a company dealing with the purchase of financial information systems for banks.