

TOMER NIV

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WORK EXPERIENCE

Director of Global Crypto Solutions

eToro 📅 03/2019 - Ongoing 📍 Tel Aviv
eToro is a multi-national multi-asset brokerage company with 20 million users and latest valuation of \$10.4B.

- I assisted articulating eToro's Crypto strategy and business roadmap.
- I'm responsible for the listing process of cryptocurrencies, listed 13 new assets in 2021.
- I'm the business owner of eToroX Exchange, from product roadmap to go-to-market strategy and sales.
- I'm the business owner of eToro's Crypto Custody unit, securing huge amounts of AUA for millions of clients.
- I'm responsible for the business plan of eToro's Staking program.
- I'm supporting our investment team in curating Crypto portfolios.
- I'm working closely with compliance teams to support our global Crypto regulation efforts.
- I'm working closely with our innovation team to plan eToro's long-term Crypto innovation strategy, including our approach to DeFi & NFT.

Chief Growth Officer

Bits of Gold 📅 10/2017 - 03/2019 📍 Tel Aviv

Bits of Gold is a financial services provider of cryptocurrencies. It operates retail brokerage web platform and offers payments solutions for privates and businesses.

- I built the Business Development, Marketing and Sales departments, recruited personnel and managed 3 sales and marketing operators, 2 digital agencies and a PR firm (yearly budget of 0.5M\$).
- I expanded the company's professional network and strengthened its brand by hosting, participating and speaking in events and conferences, and being an active ambassador in the community.
- I worked with the Product team to develop and deliver 5 new products (UI, API and SaaS) based on market needs and regulatory framework.

Business Development Manager

Gideon Fisher & Co, Law Office 📅 01/2017 - 09/2017 📍 Tel Aviv

Gideon Fisher & Co. is a multidisciplinary law firm.

- I directly executed the Business Development and Marketing work plan of the firm, including digital media, PR, event production, web design and branding (working with 20 lawyers and 100 VIP clients).

Head of Training Department

National Union of Israeli Students 📅 12/2014 - 08/2015 📍 Tel Aviv

NUIS represents more than 300,000 students across Israel.

- I trained 64 Student Unions' management teams and provided them with legal, organizational and financial tools necessary to run their union.
- I planned and managed 2 professional seminars and 2 courses (+100 participants).

Executive Assistant to the Head of Planning Division

Israeli Defense Forces 📅 08/2009 - 12/2010 📍 Tel Aviv

The Planning Division is responsible for the strategic planning, military organization and the building of the IDF's military forces.

- I managed a Brigadier General's office in charge of 15 Billion USD budget.
- I participated in the planning and monitoring process of the IDF's annual and multi-annual work plans.
- I maintained the diary and organized dozens of meetings with IDF leaders, Ministry of Defense, Prime Minister's Office and security corporations.

WH QUESTIONS

What: Fintech & Crypto
How: Strategy & Business Development
Where: Locally & Globally
Who: Quiet Leader & All Around Player
Why: Complexity & Creativity

FORMAL EDUCATION

Master of Business Law (LL.M.)

IDC Herzliya

📅 2017 - 2019

- Summa Cum Laude.
- European Law Summer School in the University of Düsseldorf.

Lawyer License

Israel Bar Association

📅 2017

Bachelor of Law (LL.B.)

IDC Herzliya

📅 2011 - 2015

- Member of "Law & Business" Journal.

Bachelor of Business Administration (B.A.)

IDC Herzliya

📅 2011 - 2015

AWARDS DURING MY MILITARY SERVICE

 **IDF Exceptional Officer**
Planning Department, 2010.

 **IDF Exceptional Officer**
President's Medal of Excellence, 2009.

 **IDF Exceptional Officer**
Artillery Corps, 2008.

 **IDF Exceptional Officer**
Northern Gaza Brigade, 2008.

VOLUNTEERING

CEO of the Student Union

IDC Herzliya

📅 05/2013 - 05/2014

I managed 150 student volunteers and led the roadmap for the cultural and academic operations and activities.