

MACD Conference 2025 | 5 June 2025 | HWZ, Zurich

Agenda

13:00 – 13:30	Get together Auditorium HWZ, Lagerstrasse 5, Zurich
13:30 – 13:35	Welcome and Introduction George Macdonald, CEO, MACD
13:35 – 14:05	BX Digital: The Future of Capital Markets Lidia Kurt, CEO, BX Digital AG
14:05 – 14:30	Introduction Foconis Group Olaf Pulwey, CEO & Managing Director, Foconis GmbH
14:30 – 15:00	Trading the neon way Jörg Sandrock, CEO, neon Switzerland AG Timo Hegnauer, Head of Trading, neon Switzerland AG
15:00 – 16:00	Coffee Break & Networking
16:00 – 16:30	SSFN (Secure Swiss Finance Network) - The secure and highly available communication platform for the Swiss financial centre Stephan Ulrich, Chief Sales Officer, Cyberlink AG
16:30 – 17:00	MACD Update George Macdonald, CEO, MACD
17:00 – 19:00	Apéro Riche Kennedy's Irish Pub, Freischützgasse 14, Zurich

Speakers



Lidia Kurt

CEO, BX Digital AG

Lidia Kurt holds a doctorate in finance from the University of St. Gallen, is the author of the book *Digitale Assets und Tokenisierung* and has extensive expertise at the interface of financial systems and innovative technologies. Since founding vision& in 2017, she has worked as a consultant for digital assets and has successfully supported numerous tokenisation projects. Previously, she was managing partner of a quantitative finance advisory firm and gained valuable experience at J.P. Morgan and Swiss Re in Zurich, London and Hong Kong. Since 2021, she has been working for the Börse Stuttgart Group as an external consultant on blockchain-specific topics and will take over the role of CEO for BX Digital in 2024.

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Olaf Pulwey

CEO & Managing Director, Foconis GmbH

Olaf Pulwey has been an entrepreneur in the IT industry for over three decades. Since 2021, he has been CEO of the Foconis Group, a specialised software provider for banks with a focus on trading, compliance, sales management and payments. His focus is on the strategic development of the group of companies, the development of scalable business models and the integration of new solutions as part of the buy-and-build strategy.

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Jörg Sandrock

CEO, neon Switzerland AG

Together with three other founders, Jörg Sandrock established neon Switzerland AG in Zurich in mid-2017. More than 240,000 neon customers already benefit from a secure and simple smartphone-based banking and trading experience. While neon develops the intuitive, fast and simple app, the service is provided in a network / ecosystem of high-performance partners. Before neon, he was a partner and managing director of PwC Strategy&. He provided strategic advice to banks on digitalisation, IT transformation and cooperation with FinTechs in Europe. Jörg Sandrock studied industrial engineering at the University of Karlsruhe.

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Timo Hegnauer

Head of Trading, neon Switzerland AG

Timo Hegnauer has been with neon Switzerland AG since 2019. He has built up the trading offering over the past two years and is now responsible for this area as Head of Trading. More than 240,000 neon customers already benefit from a secure and simple smartphone-based banking and trading experience. While neon develops the intuitive, fast and simple app, the service is provided in a network / ecosystem of high-performance partners. Timo Hegnauer studied economics and business informatics at the University of Zurich and before neon, he worked as an IT consultant and co-founder of an insurance start-up.

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Stephan Ulrich

Chief Sales Officer, Cyberlink AG

Stephan has been CSO at Cyberlink AG since 2019 and has more than 20 years of experience in the ICT industry. Prior to his appointment as CSO, he shaped the company's development in sales for over 7 years and played a key role in its transformation into an independent Swiss managed service provider for ICT infrastructures (cloud & connectivity). Today, the Cyberlink brand stands for quality, customised solutions and excellent support. Before joining Cyberlink, Stephan worked as an engineer and service manager in the managed security services sector.

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George Macdonald

CEO, MACD

As CEO of the financial IT company MACD, George Macdonald is responsible for the future-oriented expansion of systems and products through his highly qualified team, which works closely with numerous customers and partners from the financial sector. He has been actively involved in the digitisation of financial markets for 30 years and founded MACD more than 20 years ago with the goal of enabling banks to automate securities trading. Since 2001, George Macdonald has been actively involved in the FIX Trading Community, which has the goal to establish more efficiency, transparency, and lower costs and risks for all market participants through standardisation.

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