BEYOND CRYPTO:

Digitalising Assets, Tokenisation and New Pathways to Retail Investment

Online Webinar



Speakers' Booklet

BETTER FINANCE
The European Federation of Investors and Financial Services Users
Fédération Européenne des Épargnants et Usagers des Services Financiers

CFA Institute Research & Policy Center

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Getting to Know Our Speakers



Inés Beneyto

Head of Strategy, LISE (Lightning Stock Exchange)

Inés Beneyto is Head of Strategy at LISE (Lightning Stock Exchange), the first regulated French stock exchange for tokenised securities under the EU DLT Pilot Regime. At LISE, Inés focuses on strategic initiatives and regulatory developments in DLT-native financial infrastructure, securities tokenisation and retail investment market structures. Inés leads the exchange's corporate strategy, its expansion into new securities and markets, its connectivity with brokers, custodians and fund managers, and its product development, and she plays a key role in navigating European regulatory frameworks to support accessible digital capital markets. Before taking on this role, Inés was LISE's Chief of Staff. Inés also lectures on blockchain, digital assets and tokenisation in the MSc in Finance at Université Paris Dauphine – PSL. Inés holds an MSc in Finance and a bachelor's degree in Business Administration and Management from Université Paris Dauphine – PSL.



Joeri Buiten

Senior Policy Officer, ESMA (European Securities and Markets Authority)

Joeri Buiten is a Senior Policy Officer in ESMA's Investor Protection and Sustainable Finance Department, where he works in the Protection Retail Investors team. His work covers several topics related to investor protection, such as the Retail Investment Strategy and initiatives to improve the retail investor journey. Before joining ESMA in 2023, he worked at the Dutch Authority for the Financial Markets (AFM) focusing on similar topics, including product governance, suitability and costs and charges. Joeri holds an MSc in Accountancy and Control from the University of Amsterdam.



Basu Choudhury

Consultant Market Structure and Innovation, World Gold Council

Basu Choudhury is a Consultant for Market Structure and Innovation at the World Gold Council (WGC), where he is part of the team advancing the WGC's "Gold as a Service" initiative, which aims to create a trusted bridge between the OTC physical gold market and retail investors in the digital ecosystem. Before joining the WGC, Basu designed, built and launched new services at OSTTRA, CME and LCH (LSEG), with a focus on derivatives markets. Earlier in his career, he focused on developing and supporting banking and buy-side initiatives across FX, equity derivatives and rates. Over more than 25 years, Basu has built experience spanning business, technology, regulation and financial markets infrastructure. Basu holds a Master's in Economics from the University of Toronto, where he specialised in econometrics and options theory.



Dr. Sven Hildebrandt

Founder, Crypto Risk Metrics

Dr. Sven Hildebrandt is the Founder of Crypto Risk Metrics, a company that provides services to more than 140 regulated crypto-asset service providers in 25 countries, with clients including Clearstream, Coinbase, Kraken, a wide range of Tier-1 banks and large stablecoin consortia. Before founding Crypto Risk Metrics, Sven served as Managing Director for the German region at Bitpanda. Earlier in his career, Sven worked at Boerse Stuttgart Digital and at the fund management and structuring company HANSAINVEST. For more than a decade, Sven has worked at the intersection of traditional finance and distributed ledger technologies such as blockchain, following the development of digital asset markets from the very beginning. Drawing on this experience, Sven brings practical insight into MiCA and into issues that are often overlooked, particularly in the area of digital sovereignty. Sven holds a doctorate (Dr. rer. pol.) in Business Administration from the Carl von Ossietzky University of Oldenburg, an MBA from Technische Universität Chemnitz and a BA in Business Administration from Wirtschaftsakademie Hamburg.



Peter Kerstens

Adviser, Digital Finance, DG FISMA, European Commission

Peter Kerstens is Adviser for Digital Finance at the European Commission's DG FISMA, where he advises on technological innovation, digital transformation and cybersecurity. In this role, Peter led the Commission's work on the FinTech Action Plan and the Digital Finance Strategy, co-chaired its FinTech Task Force, and is widely regarded as the architect of the Markets in Crypto-Assets Regulation (MiCA) and the Digital Operational Resilience Act (DORA). Peter is also an Adjunct Professor of Law at Vanderbilt University Law School. Earlier in his career, Peter served as Finance Counsellor at the EU Delegation in Washington DC and worked in the private offices of the Commissioners for Internal Market and Services and for Health and Consumer Protection. Before joining the European Commission, he advised major corporations on EU policy and regulatory affairs. Peter holds master's degrees in European affairs and political science from the College of Europe in Bruges and the University of Leuven.



Alexander Lehmann

Director, Capital Markets Policy EU, CFA Institute

Alexander Lehmann is the Director for European capital markets policy at CFA Institute, the global professional body for the investment industry. He has held senior roles at the International Monetary Fund and European Bank for Reconstruction and Development (EBRD), working on a wide range of macroeconomic and financial policy issues. This has been the basis for more recent roles in private and public sector consultancy and in academia, most recently at Bruegel, the EU's preeminent economics think tank. In numerous advisory roles Alex has worked with all key EU institutions and emerging market policymakers on capital market development, financial stability and sustainability. He holds degrees from the London School of Economics and the College of Europe, and a D.Phil. in Economics from Oxford University.



Aleksandra Mączyńska

Managing Director, BETTER FINANCE

Aleksandra Maczyńska is the Manager Director at BETTER FINANCE. Before joining BETTER FINANCE, she was the Deputy Director at the Polish Consumer and Competition Watchdog. Robert Bosch Foundation Fellow for Young Public Sector Executives, she worked in the division for World Bank IMF, Debt Issues, and International Finance Structure at the German Federal Ministry for Economic Cooperation and Development. Throughout her career she has been part of various working parties and advisory groups across EU institutions. Currently, she sits in the European Commission's Consumer Policy Advisory Group, ESMA's Securities and Markets Stakeholder Group and Sustainability Standing Committee, EIOPA's Occupational Pensions Stakeholder Group as well as in the United Nations's Civil Society Advisory Body of the Principles for Responsible Banking. Aleksandra holds a Master's in international economics from the Poznan University of Economics And Business and a Master's in project management from SGH Warsaw School of Economics.



Martin Molko

Senior Research & Policy Officer, BETTER FINANCE

Martin Molko serves as Senior Research and Policy Officer at BETTER FINANCE, where he monitors policy developments and supports outreach efforts. His recent work focuses on self-directed investments in securities and direct shareholding, encompassing Digital Finance trends related to FinTech, data access, and AI. He is currently part of the EC Expert Group on European Financial Data Space. Martin has contributed to several of BETTER FINANCE's flagship reports, notably on Robo-advisory services, and actively participates in various initiatives related to the EU Capital Markets Union (CMU), especially concerning MiFID/R II market structure and protections, as well as listing rules. His prior roles at a European news agency, along with various consulting, project management, and editorial positions in Belgium, France, and Germany, have shaped his policy analysis and insights into finance from a retail perspective. Martin earned a Bachelor's Degree in Information and Communication from the University of Nice and a Master's Degree in European Studies from the Free University of Brussels (ULB).



Ivona Schoonbrood

Senior Consultant, European Crowdfunding Network

Ivona Schoonbrood is a Senior Consultant at the European Crowdfunding Network (EUROCROWD), a role she holds alongside her position as Chief Strategy Officer at the cybersecurity start-up Crayonic. Ivona sits on the Academic Advisory Board of INATBA and is a member of the EU Blockchain Observatory and Forum's working group on blockchain policy, and she has contributed to EU policy-making on cryptocurrencies and start-up financing. Previously, Ivona was General Counsel at the Web3 company AllianceBlock. She also co-founded ehvLINC, a law incubator that gave early-stage companies legal and funding advice. Before that, Ivona was Senior Researcher and Project Manager at the European Crowdfunding Network, and she has worked as a contractor for the OECD and the UN. Ivona spent seven years as a lecturer and researcher at Tilburg University, where she earned her PhD in Business Law with research on equity crowdfunding and initial coin offerings. Ivona also holds LLM degrees from Tilburg University and Pavol Jozef Šafárik University, as well as an LLB from the latter

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