

Digital Asset Names Company Co-Founder, Yuval Rooz, Chief Executive

Rooz takes CEO reins from AG Gangadhar, who remains the executive chairman of the board

New York -- March 19, 2019 -- [Digital Asset](#), the creators of [DAML](#) and leading provider of Distributed Ledger Technology (DLT) solutions, announced today that [Yuval Rooz](#) has been appointed the company's Chief Executive Officer (CEO), effective immediately. Digital Asset's Executive Chairman, [AG Gangadhar](#), [was appointed](#) acting CEO in December and will continue to advise the company's leadership team as executive chairman.

Digital Asset's board of directors unanimously voted to name Rooz chief executive and a board member. In an email to Digital Asset's employees announcing Rooz as CEO, AG Gangadhar wrote:

"I have had the privilege of working very closely with Yuval over the past year. Along with the rest of the Board, I feel very strongly that Yuval's strategic agility, business acumen, mission-driven orientation and deep belief in our people and products make him uniquely qualified to lead Digital Asset successfully into the future," Gangadhar added. "This is a very exciting time for our company and I am encouraged by the significant progress we are making on several fronts."

Rooz is a co-founder of Digital Asset and was one of the company's first employees in 2014 when it opened for business. Since then, he served as the Chief Financial Officer as well as the Chief Operating Officer. Last year, Emnet Rios assumed the role of CFO and joined the company's executive leadership team. In addition to Rooz, Digital Asset's Chief Technology Officer, Shaul Kfir, and Head of Product, Eric Saraniecki, are also co-founders of the company and serve on its executive leadership team.

As COO, Rooz hired the majority of the company's executive leadership, established its global presence and oversaw its acquisition of four technology startups. Rooz also helped build strategic relationships with Digital Asset's clients and partners, such as the [Australian Securities Exchange](#) (ASX).

Prior to 2014, Rooz managed an algorithmic trading desk at [DRW Trading](#), which is a Chicago-based trading firm run by Don R. Wilson, a co-founder and board member of Digital Asset. Rooz also helped launch DRW Venture Capital as a member of the firm's investment team.

“It is an honor to be appointed CEO at this exciting and pivotal time for the industry and our company,” said Roaz of his new role. “I’m proud of our outstanding team and the progress we’ve made recently, especially with DAML, which will have a profound effect on how people exchange information and transfer value.”

[Michael C. Bodson](#), President and Chief Executive Officer of DTCC and a Digital Asset board member added, “Yuval has helped build Digital Asset from the ground up and has the strategic vision, deep industry relationships, and technical expertise to continue growing the business and driving innovation in the development of distributed ledger solutions. We’re excited for Yuval to step into the CEO role and, at the same time, we thank AG for serving as acting CEO and continuing to lend his leadership as executive chairman.”

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About Digital Asset

Founded in 2014, Digital Asset is a leading provider of distributed ledger technology (DLT) solutions that solve real-world business challenges. The company combines deep industry expertise with advanced technologies, including DAML, an intuitive smart contract language, to help clients streamline multi-party business processes on distributed platforms. To learn more about Digital Asset, please visit <https://www.digitalasset.com>.

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