



PRESS RELEASE - GDF ANNOUNCES NEW DIRECTOR PROMOTIONS

London, New York, Brussels, Singapore, July 2, 2024: Global Digital Finance (GDF), the leading global digital assets member's association, announced two new senior promotions: Elise Soucie has been promoted to Executive Director, with an appointment to the GDF Board, and Madeleine Boys has been promoted to Director, Programmes and Innovation, with an appointment to the GDF Executive Committee.

Soucie, will fill the role of Executive Director, and has a background in the public sector having previously worked at the UK Financial Conduct Authority (FCA). She has a depth of industry experience leading regulated financial institutions in capital markets policy and regulation from the Association for Financial Markets in Europe (AFME). Soucie has worked extensively to drive cooperation and collaboration between the public and private sector and will guide GDF's strategic engagement platforms while continuing to lead member's annual policy and regulatory priorities.

Boys will fill the role of Director, Programmes and Innovation, and has a proven track record delivering technical innovation in industry associations including Innovate Finance and GDF. She is committed to further developing industry priorities with GDF members such as digital custody, tokenization, digital payments, and blockchain & DLT interoperability. Boys has pioneered several cross-industry initiatives, driven by GDF members and their priorities, and will continue to be a force for accelerating DLT adoption and best practices in the global finance industry.

Commenting on the promotions, Greg Medcraft, GDF Co-Chair said, "GDF has seen outstanding H1 growth and performance in the 2024 Programme, a programme that is positioning our members for the next wave of digital asset innovation. On behalf of the GDF Board, I would like to congratulate Elise and Madeleine on their outstanding contributions and wish them both the best of success in their new roles.

Lawrence Wintermeyer, Executive Co-Chair commented, "The strategy work Elise and Madeleine undertook starting in September of last year with the GDF members, the Board, the Executive, and our partners, has really paid off. On behalf of the GDF membership, community, and team, we look forward to continuing to work with Elise and Madeleine. We are confident that they will continue to contribute to the outstanding performance of GDF and to helping make GDF the number one destination for digitally innovative financial services professionals and their firms focused on an open innovation agenda."

The new promotion appointments are effective from July 1, 2024.



About GDF

Global Digital Finance (GDF) is a global non-profit association of member firms offering an open innovation platform for advocating and accelerating the adoption of best practices for digital assets.

GDF's mission is to “Promote and underpin the greater adoption of market standards for the use of crypto and digital assets, through the development of best practices and governance standards in a shared engagement forum with industry, policymakers, and regulators.”

More information about GDF can be found at www.gdf.io, contact melissa@gdf.io for enquiries.