

Leonteq pushes digital distribution in Asia

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Frank Troise, Leonteq

Leonteq Securities has hired Frank Troise (*pictured*) as managing director and head of digital distribution for Asia, a newly created role at the Swiss firm.

Based in Singapore, Troise has been charged with developing and expanding the firm's fintech offering in the region "via new product and service offerings to clients and prospects alike". Troise reports to [David Schmid](#), chief executive officer for Asia at Leonteq who was appointed head of sales in February charged with leading the firm's sales force globally.

In this new role, Troise will be responsible for Leonteq's digital distribution across the region through its three major business divisions: structured solutions, pension solutions, and Leonteq partners & platform development.

Troise is a recognized fintech expert who has built, and sold, several financial service companies. His background began as a proprietary trader for ABB Financial Services where he was a proprietary trader for interest rate and currency arbitrage in global multi-billion dollar portfolios, and developed the firm's risk management tools and quantitative trading models. Troise then became one of the nation's leading experts in Value-At-Risk (VaR) for some of the nation's largest

institutional investors at a leading investment consulting firm such as Wilshire Associates.

Troise has been managing member at SoHo Capital, a private holding company and investment vehicle, since 1997. In October 2014, he moved to Singapore as regional director of the Hedge Fund Association, and in March 2015, he joined the FinTech Agency in California, USA, as strategic advisor.

Last year, in November, Troise co-founded Replication Technologies, a portfolio replication company which publishes signals from a proprietary system that tracks the exact holdings of the world's leading active fund managers. Troise is also an advisor to several fintech companies in South East Asia and maintains several institutional investment client relationships as their chief investment officer (CIO).

Leonteq made the headlines earlier this year when its cooperation partnership with DBS which saw turnover of CHF950m (€853m) in the first half of 2015, from more than 800 DBS products issued through Leonteq's platform, came to an end.

The Swiss structured products provider is also seeking to implement buy-side automation

initiatives on its own and with partners such as Avaloq, as announced in its 2015 results, following the collapse of a planned partnership with DBS, Avaloq and Numerix to develop and implement an integrated multi-issuer investment products distribution system (known as [the Land initiative](#)). **SRP**

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