



# CoinMetro

INNOVATION POWERED BY CRYPTO

## SYLVAIN LEGAY

After an Engineering degree obtained in 1998, Sylvain Legay started his career in a fortune 500 Group in the Pharmaceutical Industry. He will stay there 12 years to build a holistic vision of business and processes and financial control..

**H**e started first with a 3 years' experience in China in Manufacturing where he was managing a local team. Identified as a young talent he was then granted the opportunity to join one of the Group talents incubator: The Internal Audit department. This first step into finance and business control area was founding experience and allows him to get a complete vision of the Group business processes and the ways to have them under control. It allowed him as well to perfect his skills in accounting and internal control rules and compliance. During that period, he conducted long term audit assignments in numerous countries and was thus expose to many different business and cultural environment

**C**oached and supported by one of the highest ranked Vice president of the Group he entered then on a quick learning path to become a Group Director. First with a grounded and real sales experience completed with a marketing excellence position. In this second founding experience he understood the importance of the client centric approach and how to navigate through operational constraint inside a tight financial control framework.

**H**e was then propelled as the deputy of the Group Vice president in charge of the European Operations. This third founding experience aside with one of the most brilliant mind of the Group allowed him to grasp unparalleled experience to analyze and challenge businesses from all fronts and identify weaknesses and leverage to reach higher performance. This experience was as well the opportunity to work in very close relationship with the Finance Vice president of the zone and thus to fully integrate critical financial management notion as Business planning, Business monitoring, resources allocation and treasury notably.

**A**t crossroad between Finance and Operations he finally elected to join the field fight and the board of the Swiss affiliate of the Group, as Marketing Director. He managed there team of up to 20 persons and a budget 20MEUR to support 160M sales. At this point He finally decided that this corporate cycle of his professional life was probably closing as he felt the need to get in a more dynamic and entrepreneurial adventure where he could support a young entrepreneur with his business holistic vision.

**I**t is often very rare to find both entrepreneurship skills and business management and control aptitudes gathered in the same individual as there are potentially antagonists. When he met with Kevin Murcko in 2010, he immediately identified the potential synergies between them. They decided to join forces in the creation of a forex broker, Prime intermarket Group, aka FXPIC, Kevin being the CEO and creative driving force behind the project and Sylvain being the CFO and the one in charge to frame and manage the business risks. This alliance allowed creating a profitable and dynamic business that is 7 years later sustainable...