

## **Global Digital Finance appoints Sandra Ro to the GDF Board of Directors and announces Public Consultation on new draft Codes of Conduct**

**Hong Kong, London and New York - 7 August 2019:** Global Digital Finance (GDF), the industry body driving acceleration and adoption of digital finance announces today that Sandra Ro, CEO of Global Blockchain Business Council has accepted an appointment to the Board of Directors of GDF as a non-executive director, commencing 1 September 2019.

"I am honoured to be invited to join the Global Digital Finance Board of Directors. I am excited to support this community-led global effort to set standards and best practices that promote responsible conduct and compliance, as well as supporting the development of balanced regulatory policies," says Sandra Ro.

As an early investor in crypto, Sandra has been an advocate of the new, emerging asset class and for a prudent global regulatory framework. Recently, Sandra was appointed to the NYS Digital Currency Taskforce and serves on the EU Blockchain Observatory & Forum. Whilst at CME Group, she started Digitisation, architected the CME CF Bitcoin pricing indices, leading to CME Bitcoin Futures. She was a founding member of The Linux Foundation-Hyperledger, Enterprise Ethereum Alliance & Post Trade Distributed Ledger Group. Previously, she was CME's Head of FX & Metals Research & Product Development and also led the EMEA M&A FX and interest rates derivatives advisory team at Morgan Stanley London and worked at Deutsche Bank London in FX & equities. Ro holds a M.B.A. from London Business School, studied Computer Science at Columbia University, School of Continuing Studies and earned a double B.A. degree from Yale University. Sandra was named to the Innovate Finance, Women in Fintech 2016 Power List and holds directorships on industry and philanthropic boards as well as invests in emerging tech start-ups.

In her role as a non-executive director, Sandra will focus on GDF growth initiatives such as supporting the acquisition and retention of key North American industry members and association partners, bolstering the development and adoption of the global GDF Code of Conduct and supporting the continued development of GDF's regulatory and policy maker advocacy programmes globally.

"We are delighted to welcome Sandra to the GDF Board of Directors, who brings with her a wealth of blockchain and institutional finance expertise to the organisation" says Lawrence Wintermeyer, co-chair of the GDF Board. "The quality of the work the GDF Community has produced over the past 12 months is nothing short of outstanding. We are excited to continue to grow our organisation with high-calibre industry professionals who are committed to leveraging their talents and professional networks to take GDF to the next level".

GDF continues to engage in outreach with global regulators, standard setting bodies and non-governmental organisations through the development of the Code to help provide a consistent professional voice of responsible industry practitioners.

Three new draft Code of Conduct Principles are currently open for public consultation until 31 August. Feedback received will be assessed and incorporated into the final Code drafts, which will be reviewed by the GDF community in open plenary during the next Global Summit on 2 October 2019. During the Summit, these Code Principles will be reviewed and ratified by the GDF community and incorporated into the [GDF Code of Conduct](#).

The draft principles below are available for review and input:

[Part VI - Principles for Stablecoin Issuers](#)

[Part VII - Principles for Security Token Offerings & Secondary Market Trading Platforms](#)

[Part VIII -Principles for Know Your Customer \(KYC\) & Anti-Money Laundering \(AML\)](#)

For more information, contact hello@gdf.io

### **About Global Digital Finance (GDF)**

GDF is an industry membership body that promotes the adoption of best practices for crypto and digital assets and digital finance technologies, through the development of conduct standards, in a shared engagement forum with market participants, policymakers and regulators.

Global Digital Finance endeavours to drive efficient, fair and transparent crypto asset markets by building a knowledge base and best practice for "Truly Digital" finance and the benefits tokens can bring all market participants. We promote an inclusive vision in which crypto assets and token markets can evolve and grow in complement within traditional financial services.