

# CV VC appoints Florian Kohler to Advisory Board

**The Zug-based investment company CV VC strengthens its Advisory Board with a top-tier personality: Swiss investor and entrepreneur Florian Kohler completes the board, chaired by former German Vice-Chancellor Philipp Rösler.**

CV VC invests in the most promising blockchain startups worldwide and operates both an incubation program for young companies and its ecosystem, including events and co-working spaces in Zug, Vaduz, and Dubai. With its Advisory Board, CV VC works to drive internationalization and expands its global network.

**Florian Kohler** is a crypto and blockchain enthusiast. He is co-owner of the investment and advisory boutique Einhorn + Rakete AG. From 2013 to 2019, Kohler was CEO of Swiss Ice Hockey. During his time, the organization has won medals at World Championships and Olympic Games and has made the financially biggest media rights deal in Swiss sports history so far. Previously, Kohler worked at Swiss radio and television SRF for many years. He was Executive Producer for programs such as «SwissAward», «Eurovision Song Contest» or «Die grössten Schweizer Hits». At SRFsports he was responsible for productions such as the Lauberhorn ski race, Spengler Cup, and other top-tier live TV coverage.

**Mathias Ruch**, CEO, and founder of CV VC, comments: *«I am delighted that Florian is joining the Advisory Board. He brings a lot of experience in sports, entertainment, and the arts, which face significant changes thanks to blockchain technology. The latest developments with non-fungible tokens NFT impressively show the great possibilities and potential. Florian will support CV VC in finding the right business models and startups that rely on blockchain in sports, entertainment, and the arts.»*

The CV VC Advisory Board is chaired by **Philipp Rösler**, former German Federal Minister and Vice-Chancellor. Members include **Ahmed Bin Sulayem**, the Executive Chairman and Chief Executive Officer of the Dubai Multi Commodities Centre (DMCC), **Jan Werner**, Entrepreneur, Investor, and former CFO of Team Marketing, UEFA's exclusive commercial partner for the Champions League, **Vasily Suvorov**, CTO at FileWave, and **Kristian Bader**, entrepreneur, consultant, and founder of remedy agency GmbH.

It is not only the Advisory Board of CV VC that consists of distinguished personalities. So does its Board of Directors, including former Swiss President and Minister of Economics Johann N. Schneider-Ammann and Anne Berner, former Finnish Minister of Transport and Communications. CV VC Alex Wassmer, CEO and President of Kibag AG, is president of CV VC.