

# THE BITFURY GROUP ANNOUNCES GREG LI AS COMPANY HEAD OF ASIA

*Leading Full-Service Blockchain Company Strengthens Global  
Presence with Expansion into Asia*

*[As featured in Reuters](#)*

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BEIJING, CHINA – January 26, 2017 – The Bitfury Group, the leading global full-service Blockchain technology company, announced this month in Beijing that Greg Li will serve as the company's Head of Asia.

Greg Li brings to the Bitfury Group more than 20 years of management, strategy and business development experience throughout Asia in the hi-tech and financial services industries. Most recently, he served as the Head of Asia Pacific for Sales Force Effectiveness at Swiss Re Corporate Solutions. Li has extensive experience in pioneering the sales and development in the Asia Pacific region of new and cutting-edge services and solutions, including reinsurance, telecom infrastructure, mobile content platforms, network security, customer relationship management and more. Li successfully sold the very first excess-of-loss reinsurance contracts to Chinese insurance companies while educating the newly liberalized China insurance industry about this innovative approach, which is now the modern industry standard. Li has also served as the Executive Director of the Li Xing Foundation, a non-profit education foundation for children in China.

Li's experience with introducing new solutions to the Asia Pacific market and culturally bridging Western companies with Asian customers will guide his new role as Head of Asia for Bitfury, where he will develop strategic Bitcoin Blockchain solutions with enterprise partners, customers and government entities throughout the region.

“The Blockchain has profound potential to fundamentally revolutionize the ways in which enterprises operate, governments manage and consumers interact,” Li said. “I am excited to be a part of Bitfury and this revolution, which will change and improve so many aspects of our lives and how the world functions. Bitfury is a pioneer and the world's leading Bitcoin Blockchain company. I am honored to be their Head of Asia to work together with our partners and customers throughout the region to find new ways to apply Blockchain solutions to fundamentally improve their current businesses and develop new paradigms.”

“We are thrilled to be growing our presence in Asia and equally thrilled to welcome Greg on board to lead this new chapter of our company,” said Val Vavilov, CEO of the Bitfury Group. “As a global company, we strive to advance Blockchain technology all over the world – bringing Greg on board is an important step in doing just that.”

## **About The Bitfury Group**

The Bitfury Group is the leading full service Blockchain technology company and one of the largest private infrastructure providers in the Blockchain ecosystem. The Bitfury Group develops and delivers both the software and the hardware solutions necessary for businesses, governments, organizations and individuals to securely move an asset across the Blockchain. The expertise of The Bitfury Group ensures successful, easy, fast, secure and cost effective connectivity to the Blockchain. The Bitfury Group is a global team of experts in technology, business, communications, security and civil society. The Bitfury Group believes the Blockchain can and will open new doors for global economic opportunity and prosperity, and its mission is to create and advance Blockchain applications that will further promote innovation and the advancement of the peer-to peer economy.

### **FOR MORE INFORMATION, CONTACT:**

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