



### **Christian Zigler, CEO and Founder**

Christian Zigler is an experienced businessman, entrepreneur and visionary. He earned both his BS and MS from Copenhagen Business School. As a graduate he had two successful businesses in the United States where he learned that hard work makes a big difference in everyone's life. He has been active in the entrepreneurial environment for over 20 years, and as a result wrote a best-selling book titled "Marketing Made Simple," published in Scandinavia. He has worked with Fintech companies for the last 15 years, and understands the need to continuously innovate and create disruptive technologies to challenge the old system.

Christian was a speaker at Money Forum where he explained how to re-think corporate banking for SMEs. In November of 2015 he will be the only Danish speaker at the prestigious Wired Retail event in London. Recently, his startup Shopbox, has partnered up with Nordea across 8 markets to serve their SME clients using the Shopbox platform.