

Nicolas Sierro

Nicolas Sierro is a digital Product manager and Project Leader.

Nicolas has over 20 years international experience spanning marketing, technical and operational activities for both startups and blue chip companies. This includes early-stage businesses such as Echovox/Zong (sold to PayPal/Ebay) GoSwiff, zip.ch, EverdreamSoft, Privately, and as well established companies including ABB, City of Zurich, Deutsche Telekom, Orange France Telecom, Peugeot, Swisscom, 1&1, Grand Casino Bern, and Swiss national TVs (SRG SSR).

Nicolas has a strong focus on crafting new digital services and business models which he has been applying to blockchain in gaming and NFTs initiatives in recent years.

Speaking Engagements

1st: organisation & event - 2nd : Nicolas' talk/presentation

- BSA Blockchain Conference Privacy and Verifiability - Self Sovereign Identity for Age assurance with ZK Proofs: from data privacy compliance to successful usage through suited business model ([BSA](#), [Luma](#))
- L'émergence du Crypto Art - panel by The Good Token Society ([eventbrite](#)), [On stage](#)
- La Digital Room: 2023: Thé de Noël IA et ChatGPT + NFT gift ([linkedin.com/feed/...](#)) Présentation "1st French NFTs, 'AtOMo HoHoHo' & 2 'Scannables NFTs' / 2022: NFT de Noël (Instagram event pictures [instagram.com/p/CoACYU1I2mJ/](#)) Présentation sur les NFT, & questions-réponses
- Blockchain and NFTs training sessions for a major sport organisation (confidential)
- 'Blockchain gaming & collectibles + blockchain marketing' presentation to several 'Maisons' of a major luxury group (confidential)
- Pocket Gamer Connects London - Blockchain Gamer Live 2020 - Tokens characteristics for gaming asset [pgconnects.com/london/speakers/nicolas-sierro/](#) - [youtu.be/izox6nksSFM](#) - [pocketgamer.biz/interview/72277/speaker-spotlight-pgc-london-2020-nicolas-sierro/](#)
- Geneva Devchain - Blockchain Hands on - Token characteristics for consumer products [meetup.com/devchain-geneva/events/thrntmyzpbhb/](#)
- Blockchain Student Association at EPFL, 1st student blockchain club in Switzerland - Blockchain in Gaming - multi-assets & multi-collections [facebook.com/events/661806320942538](#)
- Swiss Association for Quality - Digitalisation, Industrie 4.0, Blockchain, en savoir plus - Blockchain dans les jeux vidéos et les objets de collection [saq.ch/site/assets/files/0/25/459/mq_2019_07_vd.pdf](#)
- Organiser of meetup "[Blockchain & Video games](#). Giving power back to the players", part of Paris Blockchain Week 2019: onboard co-organisers Ubisoft & ULTRA, speakers curation of Everdreamsoft, Moonify, Sandbox (Animoca brands), B2Expand (Beyond the Void), & Azarus.
- Blockchain Unchained Geneva - Panel: From stock market to digital assets? [twitter.com/NicolasSierro/status/1116274831903862784](#)
- CREA Geneva : Blockchain strategy certification - Day with guest : EverdreamSoft experience, Blockchain for gaming & Collectibles [twitter.com/NicolasSierro/status/1109375595945828353](#)
- 2 financial companies in Geneva (confidential) - Blockchain & Cryptocurrencies (Blockchain et crypto-monnaies à la portée de tous)
- Blockchain Unchained Meetup | Lausanne - Blockchain in Gaming - multi-assets & multi-collections [meetup.com/Lausanne-Blockchain-Unchained-Meetup/events/256371989/](#)

- Blockchain Game Summit Lyon (BGS) - Selling blockchain game assets twitter.com/Blockchain_Game/status/1057290529954807812
- On stage for the launch of the [Blockchain Game Alliance](http://blockchaingamer.biz/news/6415/blockchain-game-summit-experts-announce-blockchain-game-alliance/), blockchaingamer.biz/news/6415/blockchain-game-summit-experts-announce-blockchain-game-alliance/
- Pocket Gamer Connects Helsinki - Blockchain Gamer Connects - 5 things learned from developing a mobile game youtube.com/watch?v=A7hf1Hvbi04
- Swiss Tech Association : Swiss Tech Talk - Gaming, blockchain & collectibles - Multi-assets & multi-collections <https://www.facebook.com/events/2225204937735268/> [facebook.com/SwissTechAssociation/photos/a.665464836806272/2249919581694115/](https://www.facebook.com/SwissTechAssociation/photos/a.665464836806272/2249919581694115/)
- Pocket Gamer Connects San Francisco : Blockchain Gamer Connects - Gamemaker session: Pioneering blockchain game Spells of Genesis pgconnects.com/sanfrancisco/speakers/nicolas-sierro - youtu.be/8dOu1g7wxcA - youtu.be/ag2BOuCSvZ4
- GoodFestival : 4th Edition - Blockchain & decentralisation, power back to the people goodfestival.ch/program-4e
- Geneva Devchain : Blockchain Hands on - The collectible card game Spells of Genesis meetup.com/Geneva-DevChain-UserGroup/events/244256034/ <https://twitter.com/GenevaDUG/status/983759317768855552> https://twitter.com/FusionPartners_/status/983755406777479168
- InnMind : Blockchain and tokens integration into your project - How to add blockchain in your product, example of Gaming project meetup.com/InnMind-startup-community-disruptive-tech-meetups/events/247448472/
- Bitcoin Munich > Gaming the Blockchain: Spells Of Genesis, Beyond The Void - Presentations of Spells Of Genesis, blockchain mobile trading card game <https://www.meetup.com/Bitcoin-Munich/events/244626673/>
- EPFL Innovation Park : workshop for startups - ICO (Initial Coin Offering) : Understanding and Doing twitter.com/NicolasSierro/status/938779190429614081
- The India Game Developer Conference IGDC (formerly NASCOM GDC) - Blockchain based fantasy tactical arcade game twitter.com/swissnexindia/status/926663857249980416 - facebook.com/photo/?fbid=1597407360281827
- Product Management Night Romandie @ Logitech - Daniel Borel Innovation Center - Add Blockchain in your product - example from gaming (productmanagementfestival.com)
- Internet Briefing Zürich : Blockchain Konferenz - Blockchain for gaming
- FER > Transition numérique : la blockchain et ses opportunités pour les entreprises - Démystification de la blockchain (ce qu'est la blockchain et ce qu'elle n'est pas)
- Swiss Tech Association : Swiss Tech Talk (2016) - API: Opportunities, business models and ROI
- Internet Briefing Zürich : API Conference - API: Opportunities, business models and ROI
- The Ark - API culture, comment augmenter la valeur de votre logiciel en le dotant de sa propre API API, un produit avec opportunités et responsabilités - <https://portal.klewel.com/watch/webcast/forum-the-ark-api-culture/talk/2>