



# ROSS SHEMELIAK

Tokenization Industry Pioneer | Co-Founder & Vice Chairman, Stobox | Head of RWA · Head of Business Development · VP

*Building the \$30-trillion RWA industry since 2019, in crypto since 2017, here before it was called RWA.*

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ROSS  
SHEM

## EXECUTIVE SUMMARY

One of the early builders of the tokenization industry: 9+ years in crypto, 7+ years in RWA. Contributor and RWA expert at Cointelegraph. Co-founded Stobox, a top-5 global tokenization platform, and ran it as COO for six years: from first client to \$300M+ in tokenized assets, 100+ clients across 4 continents, a team of 70 at peak, a peak valuation of \$50M, and \$5M raised in total. Operated the full stack of a regulated digital assets business (licensing in three jurisdictions, US broker-dealer channels, KYC/AML, 30+ strategic partnerships) and led the company-wide shift to an AI-driven operating model. Validated by the SEC, the Qatar Financial Centre, and the US Embassy. Handed over day-to-day operations in 2026 and now serve on the Board in a non-executive capacity, fully available for a senior role: Head of RWA, Head of Business Development, Vice President, or a board seat, in a full-time, fractional, or advisory format.

## CORE COMPETENCIES

RWA Tokenization · Tokenized Securities · AI-Driven Operations and Automation · Reg D / Reg S Offerings · Capital Markets · Broker-Dealer Relations · Digital Asset Licensing (VASP, QFC Fintech) · KYC/AML · MiCA · Custody · Regulatory Compliance · Strategic Partnerships · Corporate Governance · Investor Relations · Market Entry and International Expansion · Operations and Team Scaling · Community Growth · Public Speaking and Media

## SELECTED ACHIEVEMENTS

- SCALE:** grew Stobox from 1 to 70 employees at peak and to \$300M+ in tokenized assets for 100+ clients across 4 continents.
- FUNDRAISING:** helped raise \$5M in total through community-driven campaigns and investor relations; the company reached a peak valuation of \$50M.
- AI TRANSFORMATION:** initiated and managed the company-wide transition to an AI-driven operating architecture, cutting operating costs by 80%.
- LICENSING:** secured a 5-year fintech license from the Qatar Financial Centre at zero acquisition cost and completed VASP registration in Poland in 1 month.
- CAPITAL MARKETS:** established partnerships with 5 US broker-dealers and personally managed the launch of a regulated securities offering through a US broker-dealer: a 46-step onboarding with enhanced due diligence, passed first time in under 30 days.
- PARTNERSHIPS:** closed 30+ strategic partnerships, including Qatar Financial Centre, Arbitrum, Blockstream, Canton Network, Fireblocks, tZERO, DefiLlama, Plume, and members of the Royal Family of Qatar.
- INDUSTRY STANDING:** negotiated Stobox's admission to the Blockchain for Europe Association alongside Binance, Ripple, Coinbase, and Uniswap.
- RECOGNITION:** selected by the SEC for the Crypto Task Force Roundtable “Tokenization: Moving Assets Onchain” in Washington, D.C., and by the US Embassy for the official government delegation to the SelectUSA Summit.
- ADVISORY:** recruited Daniel Hoffer (founder of CouchSurfing, 25M users; Managing Partner at Deep Ventures Partners) as a key advisor to Stobox.

## MEDIA AND THOUGHT LEADERSHIP

Contributor and RWA Expert, Cointelegraph (Mar 2025 – Present): analytical articles and expert commentary on tokenization and RWA; pieces featured on the main page, Editor's Choice, Top-5 most read; quoted alongside DefiLlama, RWA.xyz, tZERO, and Maple Finance.

YouTube: founder and host of the Stobox channel, 75,000 subscribers; a launchpad for many Web3 entrepreneurs.

17 media features (Cointelegraph, Tech.eu, Cryptopolitan, Crypto News, and more); speaker at 10+ international conferences, including Web Summit, European Blockchain Convention, and Paris Blockchain Week.

**Vice Chairman, Board of Directors (non-executive) | Stobox**

MAR 2026 - PRESENT

*Top-5 global RWA tokenization platform · 100+ clients across 4 continents*

Strategic partner to the CEO on corporate governance, market positioning, and long-term development.

Own relationships with broker-dealers, licensed financial institutions, regulators, and Tier-1 industry partners.

Lead investor relations and formation of the Advisory Board; prepare strategic and investment materials.

Represent the company in high-level negotiations, partnerships, and expansion into new jurisdictions.

**Co-Founder and Chief Operating Officer | Stobox**

DEC 2019 - MAR 2026

Ran global day-to-day operations across sales, marketing, business development, product, HR, and finance; scaled the team from 1 to 70 at peak.

Built the operating frameworks, internal processes, and performance management systems behind \$300M+ in tokenized assets and 100+ clients.

Directed the licensing and compliance agenda: QFC fintech license (Qatar, 5 years), VASP registration (Poland), and compliance operations across multiple jurisdictions.

Structured the company's US capital markets access: 5 broker-dealer partnerships and the end-to-end launch of a regulated securities offering, including enhanced due diligence and compliance checks.

Closed and managed 30+ strategic partnerships and negotiated membership in the Blockchain for Europe Association.

Oversaw budgeting, financial planning, and financial controls across the company.

**Business Development Manager | Stobox**

MAY 2019 - DEC 2019

Built the company's first business development function: lead generation, outreach, CRM; sourced early clients and partnerships and was promoted to COO within 8 months.

**Manager, Investment Research and Analytics | Crystal Family Office**

FEB 2018 - MAR 2019

Led market research across cryptocurrencies, forex, commodities, and equities; presented insights directly to key clients and supervised the research team.

## HOW I OPERATE

**CRISIS-PROOF:** 9+ years as the operations lead through bear markets, security incidents, and wartime operating conditions; trained to decide fast with incomplete information. The person you wake at 3 a.m. to run an incident and own the outcome.

**BUSINESS DECATHLETE:** a decathlete competes at a professional level in every discipline, and I run a company the same way: board governance, tech, product, finance, marketing, sales, HR. I connect the tech department, management, and the board of directors into one result.

**CURIOUS BY NATURE:** deep in every domain I touch; can open a substantive conversation with anyone, from engineers to royals.

**DETAIL-OBSESSED:** the 46-step, 46-form broker-dealer onboarding was completed personally; "good enough" is not in my vocabulary.

**STAGE AND COMMUNITY:** public face of the company: 30+ stage talks, 100+ webinars, a 75,000-subscriber YouTube channel.

**FINISHER:** competitive athlete since age 8; deals get closed, not started: a 5-year QFC license negotiated to zero acquisition cost, an unconventional path into Blockchain for Europe.

**SALES AND NEGOTIATION:** I read what a counterparty needs, step into their role, and structure the deal around it.

## AWARDS, CREDENTIALS AND MEMBERSHIPS

Best Asset Tokenization Platform (AIBC Summit); nominee, Most Promising Startup (AIBC Dubai); nominee, Best Regulatory Innovation (Paris Blockchain Week). All secured under my events and PR leadership.

Participant, SEC Crypto Task Force Roundtable, Washington, D.C. (2025); official US government delegation member, SelectUSA Summit (selected by the US Embassy).

Member, Qatar Financial Centre Digital Assets Lab and Blockchain for Europe Association; invited key opinion leader in RWA, European Blockchain Convention.

## LANGUAGES AND ADDITIONAL

Languages: English (professional proficiency), Ukrainian (native), Russian (native), German (B2), Spanish (A1).

US visa holder; available full-time, part-time/fractional, or advisory, worldwide.

Interests: surfing, football, gym, horology, aviation (training toward a private pilot license), applied AI.