



MANAGEMENT PROFILE

Daniele Migani, XY'S Founder and CEO

Daniele Migani, XY's Founder and CEO, is a strategy consultant and acclaimed scientist of international standing. He has 15 years' experience in top management consulting and wealth management gained from senior positions held across Europe. A prize-winning nuclear physicist and researcher with CERN in Geneva and then management consultant at BCG in his early years, he has subsequently gained world-class expertise in the strategic governance of large private fortunes, as well as corporate and institutional estates, introducing a disruptive methodology leveraging technology-assisted monitoring and control, as well as strategic intelligence acquired by processing big data.

Career History

Daniele Migani started his career in 1996 at the European Organization of Nuclear Research (CERN) in Geneva after a degree in particle physics with honors and having been named associate in the high energy physics group of the National Institute for Nuclear Physics (INFN). During his experience as a nuclear physicist at CERN, he was part of a team of physicists and engineers using the world's largest and most complex scientific instruments to study the basic constituents of matter to gain insights into the fundamental laws of nature. At the same time, he conducted research in the field of high energy physics as assistant professor and collaborator of Nobel candidate Antonino Zichichi, publishing over 40 papers in leading physics journals and reaching a first milestone in his career with the discovery of the 'glueball', a particle theoretically proposed in 1935 by Yukawa, the first Japanese Nobel laureate.

Recognized for creative and scientific distinction by the Italian Physical Society, Daniele Migani expanded his formal academic background in the early years of his professional work experience. His postgraduate studies earned him an MBA from SDA Bocconi, with field experience at retail giant Carrefour GS, and further development in sound engineering and analytical marketing.

In 2000, Daniele Migani joined The Boston Consulting Group (BCG), a top ranking management consulting firm, where he led various international projects, supporting top executives of prime corporate organizations in the design of innovative business models, development of cluster marketing strategies, launch of new products, roll-out of change management initiatives, as well as decision support systems in many industries such as High Tech, Telecommunications, Consumer Goods, Pharmaceuticals, Transport, and Utilities.

While still working as a strategy consultant, Daniele Migani also invested in Jungle Sound, a leading recording studio working with artists such as Oasis, Metallica, and Zucchero. In light of the music industry crisis caused by digitization, he redesigned the company's value proposition, playing a key role in turning it into an innovative agency specializing in real-time benchmarking of third party soundtrack rates, supporting cost control in the value chain of prime advertising campaign production. He exited this business in 2007.

It was in 2003 that Daniele Migani first joined the finance sector, leading a unit of a specialist Swiss private bank focused on high net worth families. During his tenure as VP and Head of the Family Asset Management unit, he was exposed to the vested interests and conflicts issues permeating wealth management ecosystems. He progressively developed an understanding of how independent data intelligence could greatly benefit the ecosystems of wealth management.



The journey towards XY's vision saw Daniele Migani apply his expertise as a nuclear scientist to global digital finance, with the purpose of elaborating a holistic solution that would radically address the issues of control and transparency in the finance sector. Going much beyond the typical efforts attempted by the emerging fintech industry, in 2006, Daniele Migani founded Maetrica, a company specialized in risk management for large private estates, aggregating a team of scientists and IT experts by creating new tools and developing a modern approach to digital finance that strictly adheres to scientific methodology.

Daniele Migani matured the vision of creating the finance world's most powerful independent data intelligence platform. It would be fed with real-time transactional data from institutions worldwide and operated with algorithms working exclusively in the interest of estate owners, by independent consultants acting without conflict of interest. Having illustrated his plan to a number of owners of large private fortunes and directors of corporate treasuries, he reached the necessary consensus at an industry level to introduce a new, holistic and scientific approach to estate monitoring and control that works at an industrial scale. As a next step, secure and real-time communication channels were established with stock exchanges, brokers and financial institutions worldwide.

While reaching these preliminary milestones, Daniele Migani designed a new and viable business model and successfully engaged the critical mass of clients to start leading the transformation of top-end estate management. At this time, he also gained authorization as an Approved Person by the UK's Finance Conduct Authority (FCA) and as a financial and real estate trader in Switzerland (Canton Ticino).

In 2013, Daniele Migani incorporated XY, a consulting company specialized in top-level, global estate orchestration and monitoring services, exclusively addressing ultra-high net worth private clients and very large estates belonging to corporate or public institutions. XY's consultancy services bring to fruition disruptive methodologies leveraging big data. They express a modern approach to technology-empowered strategy consulting applied to the management of large estates. XY processes several tens of terabytes of data per client per year and develops the enabling proprietary technology to make transparency and control viable in the context of global estate management.

In its founding year, XY successfully sought authorization by the Swiss Financial Market Supervisory Authority (FINMA) and the UK's Finance Conduct Authority (FCA), as well as by a number of additional independent authorities. After this formal step certifying the full respect and adherence to industry standards, Daniele Migani decided to go live, marketing his game-changing venture worldwide via the new XY brand.

Today, the international expansion of the group sees XY Hubs and branch offices being inaugurated in the prime capitals of finance worldwide. As a result, Daniele Migani pioneers a disruptive approach to estate monitoring and orchestration that is rapidly being embraced by the global high-end market of estate management services. With XY as an authorized specialist player incorporated in 2013, a highly innovative entity has consolidated its presence in the global market, serving a remarkable and growing number of UHNWIs (Ultra-High Net Worth Individuals), large private and corporate fortunes, as well as prime institutions in the public sector.

Daniele Migani is a pioneer and thought-leader in the global movement aiming to balance out the issues that cause inadequate control in modern digital finance. While addressing an exclusive audience of owners and directors involved in large estate governance, he promotes the systematic introduction of tools, policies and methodologies that allow for the scientific approach in the information processes driving decisions to be strictly respected at all times. XY's brand reflects this key proposition that is the basis of Daniele Migani's vision: referring to the Cartesian axes, it represents the value of rationality and the fundamental role of the scientific method via one of its most effective and universally known symbols.

Daniele Migani is married to his lifetime companion Rosa. They are the proud parents of twins. He is a composer and an advocate of rationality and transparency in all forms of societal processes and exchanges.