

# FX pioneer Drew Niv is ATFX's strategy chief

ATFX proudly announces the appointment of Drew Niv, a distinguished pioneer and thought leader in the foreign exchange industry, as its chief strategy officer. With an illustrious career spanning over two decades, Niv brings a wealth of experience and expertise to his new role at ATFX.

Niv, widely recognized for co-founding FXCM in 1999 and serving as its CEO for 19 years, has fostered strategic partnerships with institutional clients, including major hedge funds, prominent banks and renowned financial institutions globally. His visionary leadership has left an indelible mark on the FX industry, contributing to groundbreaking initiatives such as developing FastMatch with Credit Suisse and establishing Grid Sight as a forerunner in machine-learning artificial intelligence for analyzing and predicting contract-for-differences price movements.

As CSO at ATFX, Niv will report to Joe Li, chairman of the ATFX Group. Li expressed enthusiasm for Niv's appointment, stating: "We are delighted to welcome Drew Niv to the ATFX team. His extensive experience and strategic insights will be invaluable as we chart the course for our future growth



**ATFX Chief Strategy Officer Drew Niv** ATFX

and development. With Drew on board, we aim to revolutionize the landscape of financial services, introducing innovative products and tools into the ATFX ecosystem. Drew's expertise will be instrumental in forming strategic partnerships that will drive our commitment to delivering unparalleled services that cater to the dynamic requirements of individual and institutional customers globally."

ATFX's commitment to innovation is evident in its track record of introducing pioneering technologies, such as applying blockchain to loyalty programs and AI-

based solutions to electronic know-your-customer workflows. These advancements reflect ATFX's proactive approach to staying at the forefront of the industry and its commitment to empowering traders by enhancing their trading experiences.

Niv's appointment aligns with ATFX's broader strategy of hiring elite professionals and expanding its global footprint. Recent appointments include Linton White as regional head for ATFX Africa, Hormoz Faryar as managing director of institutional sales, and Aditya Singh as the new business development director international at ATFX MENA. By recruiting highly experienced professionals like Niv and fostering a culture of innovation and excellence, ATFX is poised to achieve long-term success and solidify its position as a dominant player in the global financial marketplace.

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