

Bitcoin Suisse is the Swiss crypto-native pioneer and trusted gateway to crypto asset investing. As the leading crypto service provider in Switzerland, we operate across the most relevant crypto exchanges and provide brokerage, custody, staking and other crypto-related services at the forefront of technical innovation. We are as dedicated to our clients as we are passionate about cryptocurrencies and the underlying blockchain technology. We make things happen and have helped to shape the crypto and blockchain ecosystem in Switzerland as a driving force in the development of the 'Crypto Valley'. Bitcoin Suisse is headquartered in Zug with offices in Copenhagen, Vaduz and Bratislava and targets (ultra-) high-net-worth private individuals and institutional clients.

## AI Strategy & Product Lead

### About the role:

The **AI Strategy & Product Lead** is responsible for translating AI capabilities into measurable business value while ensuring seamless execution across the organization.

This role combines **strategic ownership of AI initiatives** with **hands-on business analysis and product delivery**, acting as the central link between business stakeholders, technical teams, and leadership.

It ensures that AI is not only aligned with company strategy but also delivered effectively through well-defined requirements, structured execution, and continuous optimization — including the development of AI-driven products and platform capabilities.

### You will have the following responsibilities:

#### AI Strategy & Value Creation

- Define and evolve the AI roadmap aligned with business priorities
- Identify and drive **AI use cases and product opportunities** with measurable ROI
- Position AI as both an **internal capability and external product offering**

#### Requirements Engineering & Product Ownership

- Gather, structure, and translate business needs into **clear, testable specifications**
- Own and prioritize backlogs for AI and platform-related initiatives
- Ensure development teams have well-defined, actionable requirements

#### Cross-Functional Leadership

- Act as the **central interface between business, IT, and leadership**
- Facilitate alignment, manage trade-offs, and ensure shared understanding
- Translate technical capabilities into business-relevant insights

#### Delivery & Execution Oversight

- Oversee AI initiatives from concept to deployment
- Track progress, dependencies, and risks across projects
- Ensure solutions are scalable, user-friendly, and aligned with goals

#### Governance, Performance & Continuous Improvement

- Define KPIs and track **AI performance and business impact**
- Establish best practices, documentation standards, and governance frameworks
- Ensure compliance with regulatory and internal policies

#### Platform & Adoption Enablement

- Support and shape the internal AI platform as a **product**
- Gather user feedback, drive adoption, and continuously improve usability

- Promote AI literacy and foster a culture of innovation

### **What you bring along:**

- Strong experience in **business analysis, product ownership, or similar hands-on roles**
- Proven ability to bridge **business needs and technical implementation**
- Experience working with **Agile teams and tools (e.g., JIRA, Confluence)**
- Solid understanding of **AI, data products, or digital platforms**
- Excellent stakeholder management and communication skills
- Structured, pragmatic, and outcome-driven mindset

### **What we offer:**

- **Expertise:** Work with crypto native experts
- **Culture:** Positive and supportive team culture that relies on common goals, ambitions and values
- **Activities:** Regular team events and activities
- **Ownership:** High level of autonomy and responsibility
- **Crypto Salary:** Option to get a part of your salary in Bitcoin and/or Ether
- **Fitness:** Sport over lunch activities
- **Location:** Office location in crypto valley right next to the train station of Zug
- **Workation:** Enjoy the flexibility of working across designated EU countries, with up to 10 days a year to combine work and travel

**Please note that for this position, only direct applications with a valid working permit for Switzerland will be considered.**

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