

PRESENTER

Gregory C. Johnson, CFP

For over two decades, Greg Johnson has been a CEO and senior executive at Fortune 500 and start-up enterprises in the financial services, insurance and digital asset industries. After becoming one of the youngest Certified Financial Planners in the U.S., Greg went on to assume a progression of financial planning, wealth management and insurance leadership roles at American Express, Ameriprise Financial, RiverSource Life Insurance of NY, Rubicon Crypto, and most recently, Etana Custody. Greg a serial mentor and advisor to multiple fintech, banking and Web3 start-up ventures in the U.S., UK, UAE, Jordan and Saudi Arabia, and a respected thought leader in Washington, D.C. at the Atlantic Council GeoTech and Middle East Centers, the Digital Dollar Project and the prestigious Bretton Woods Committee. He is a senior advisor to BlockScience, a leading frontier technology organization at the forefront of research and development in applied complex systems engineering. As a member of the faculty of New York University, Greg lectures and leads curriculum in the fields of financial planning (CFP) and emerging technologies and sits on the NYU School of Professional Studies advisory board and its Emerging Technology Collaborative. In 2023 and 2024, he was honored to deliver evidentiary testimony to the UK's House of Lords All Party Parliamentary Group hearings on Web3, metaverse and central bank digital currency related subjects.

Since co-founding Rubicon Crypto in 2021, Greg has quickly become one of the leading voices in the digital asset and blockchain industry and a sought-after speaker in North America, MENA and Europe on topics ranging from virtual assets, real world asset (RWA) tokenization, open banking, CBDCs, AI and Web3 technologies, cryptocurrency regulation, financial services governance and leadership development. His media appearances have included NBC News, Wall Street Journal, CoinDesk, Scripps News,, and Yahoo Finance. He earned his undergraduate degree from The American University Kogod School of Business, and an MBA from Emory University Goizueta Business School.
