

MARC FREYMOND

HEAD OF TECHNOLOGY AND DIGITAL ASSETS,
ASSOCIATE, LL.M.

FRENCH, ENGLISH, GERMAN, SPANISH

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EXPERTISE

Marc Freymond advises Swiss and international clients in key areas of commercial law, with particular expertise in transactional matters.

He assists private companies, start-ups and scale-ups, listed companies, and individuals with a wide range of contractual issues. His work includes sales transactions, mergers and acquisitions, private equity, and venture capital, as well as projects involving business transfers, restructurings and spin-offs.

His expertise also encompasses financing rounds, shareholder agreements, corporate governance, and joint ventures, as well as advising board members, business owners, SMEs and entrepreneurs.

PRACTICE AREAS

Corporate - M&A

Private equity & venture capital · Mergers & acquisitions · Reorganization & restructuring · Businesses · Start-ups · Listed companies · SMB · Member of the board of directors · Business owners & entrepreneurs

Banking & Finance

Regulation of financial services · Enforcement · Financing · Fintech · Financial institutions

EXPERIENCES

- Since 2022: Associate at Borel & Barbey
- 2018-2022: Associate at a law Firm in Geneva
- 2015-2018: Associate at a law Firm in Geneva
- 2011-2013: Trainee lawyer at a law Firm in Geneva

EDUCATION

- 2014: Master of Laws (LL.M.), New York University, United States
- 2013: Geneva Bar
- 2011: Certificate of Advanced Studies in Legal Professions, University of Geneva
- 2010: Master of Law (MLaw), bilingual French-German, University of Fribourg
- 2008: Bachelor of Law (BLaw), bilingual French-German, University of Fribourg



MEMBERSHIPS

- Geneva Bar Association (ODAGE)
- Swiss Bar Association (FSA)

PUBLICATIONS

2026:

- “FINMA has published Guidance 01/2026 on the custody of crypto-based assets”, 13 January 2026 (with Maria Oberlin-Chiriaeva and Julien Dayer)

2025:

- “The Swiss Federal Council launches a consultation aiming at advancing Swiss crypto and stablecoin regulation”, 27 October 2025 (with Maria Oberlin-Chiriaeva and Julien Dayer)
- “Stablecoins: the BIS Flags Risks, the U.S. Seize Opportunity by passing the GENIUS Act – Where Does Switzerland Stand?”, August 2025 (with Maria Oberlin-Chiriaeva)

2023:

- “Réforme du droit de la SA : que doivent faire les actionnaires ?”, Bilan, Focus Droit, February 2023 (with Alexandre Gallopin)

SPEAKING ENGAGEMENTS

2025 :

- “Navigating Turbulent Times: Advice for High-Net-Worth Families on Relocation, Structuring, and Asset Protection”, Geneva International Legal Week, Geneva, 12 March 2025