

Boris serves as CEO of KannaSwiss. He joined the team January of 2017 and has been instrumental in the rebranding and business development of the company. Prior to KannaSwiss Boris served as CSO and Co-founder of Numbridge Inc. from 2009 until 2016. Numbridge was a telecommunication app that helped people communicate over the GSM network. Boris served as CEO & Co-founder of Atlas Commercial Holdings from 2004 until 2009. Atlas established an interlocking network of global business alliances and partnerships to provide customized solutions that enable governments and local businesses in emerging markets to stabilize and upgrade their basic infrastructures. Born in Caracas, Venezuela, Boris was raised in Switzerland and moved to the U.S. to attend university. He is fluent in English, Spanish, French, German, Italian, and Portuguese.