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BlackRock's Crypto Architect Joins SharpLink to Pioneer Ethereum Treasury Strategy

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In a significant development for institutional crypto adoption, **Joseph Chalom**, the former head of strategic ecosystem partnerships at **BlackRock**, has joined **SharpLink Gaming, Inc. (Nasdaq: SBET)** as co-CEO. Chalom played a key role in launching BlackRock's crypto initiatives, including the **iShares Ethereum Trust (ETHA)**, and his move

to SharpLink marks a major endorsement of Ethereum's status as an institutional-grade asset.

During his 20-year tenure at BlackRock, Chalom helped lead the asset manager's digital asset strategy in collaboration with Nasdaq, Coinbase, BNY Mellon, and Circle. He was instrumental in rolling out BlackRock's spot crypto ETFs, including ETHA, which now holds billions in assets under management. His transition to SharpLink signals confidence in Ethereum's expanding role in institutional portfolios beyond speculative trading.



SharpLink currently holds over **360,000 ETH**, valued at approximately **\$1.3 billion**, making it one of the largest public corporate holders of Ethereum. The company recently added **80,000 ETH** to its treasury and plans to raise **\$6 billion** through a stock offering to further expand its ETH reserves. Proceeds will be directed toward staking and restaking strategies aimed at generating yield from Ethereum's decentralized finance (DeFi) ecosystem.

Joseph Lubin, chairman of SharpLink and co-founder of Ethereum, described Chalom's appointment as a "resounding validation" of SharpLink's ETH-centric strategy. The company is positioning itself as a bridge between traditional finance and blockchain-native asset management. Through its publicly traded equity, SharpLink offers investors Ethereum exposure without the need for direct crypto custody.

While the company has not disclosed holdings in Bitcoin or other digital assets, its aggressive Ethereum accumulation has drawn comparisons to MicroStrategy's approach to Bitcoin. However, SharpLink's focus is on

utility-driven assets with active smart contract ecosystems rather than store-of-value coins alone.

Despite a recent decline in its stock price, SharpLink's leadership shakeup and ambitious treasury plan have sparked interest from institutional investors seeking exposure to productive blockchain assets. The timing coincides with record inflows into spot Ethereum ETFs and growing demand for scalable staking frameworks.

Chalom's move from the world's largest asset manager to a crypto-native public firm highlights a broader trend: top financial talent is pivoting toward blockchain platforms that offer both innovation and long-term utility. As Ethereum continues to mature, SharpLink's strategy suggests that corporate treasuries may increasingly diversify into digital assets designed for yield, scalability, and programmable finance.

