

Bruce Traan

Global Head of Indices



Bruce Traan is a seasoned business leader with a capital markets and index industry background. With over 21 years of global experience, Bruce has specialized in strategic partnerships, executing global business development initiatives, and leading index product strategy in the financial markets. He leverages his deep experience and demonstrated success in the index industry in leading indexing efforts for dxFeed.

Prior to joining dxFeed in September 2023, Bruce founded Benchmark, the first peer-to-peer exchange for index licensing, where he was responsible for business development, sales, operations and strategic initiatives. Previously, Bruce was Chief Index Officer for Coin Metrics, a crypto data and analytics startup. Bruce has also held senior leadership roles at Cboe Global

Markets, previously serving as Global Head of Cboe Global Indices overseeing all geographic expansion of benchmark product and services.

Bruce holds a bachelor's degree in computer science with a minor in finance from Northeastern Illinois University and a M.B.A. from Northwestern University's Kellogg School of Management.