11:FS makes key hire with appointment of Maurício Magaldi to spearhead crypto charge

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- Senior financial services executive and popular podcast host will help fintechs and banks build their crypto strategies.

January 18, 2021 - London, UK. 11:FS, the challenger consultancy defining and building truly digital financial services, today announced the expansion of its senior management team, with Maurício Magaldi joining its Global Advisory team.

Maurício, a blockchain thought leader across multiple industries and a highly experienced business transformation catalyst for financial services, will help fintechs and banks build their cryptocurrency strategies.

His previous experience includes senior management positions at IBM, HSBC and Banco Fibra, more recently as a startup mentor, and popular host of the BlockDrops Podcast.

David M. Brear, 11:FS's Group CEO and Co-founder commented: "Maurício bolsters our crypto expertise and is sure to be a great asset to the financial services industry as a whole."

Maurício commented: "I'm thrilled to be joining 11:FS at both a pivotal time for the company and for crypto itself. There's so much that can be done by fintechs and banks to really ramp up their crypto offerings, in a profitable and sustainable way."

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About 11:FS

Digital financial services are only 1% finished - 11:FS is building the next 99%. 11:FS makes financial services businesses truly digital through next-generation propositions. It delivers UX benchmarking through 11:FS Pulse, a Financial Services Operating System through 11:FS Foundry, strategic advisory through Ventures, as well as industry-leading content and events.

11:FS challenges businesses to think differently and deliver industry-leading propositions. It fields interdisciplinary teams which bring the best designers, product experts, consultants, researchers, technologists and domain specialists together to deliver tangible outcomes in the shortest possible time frames.

11:FS works with challengers across the financial services industry, and has designed and built propositions for NatWest, Mox, Grab, and several large middle eastern and US banks.

Media contacts:

11:FS

Cathal Morrow

+44 (0) 7785 598746
cathal@quingenti.com

Mariette Ferreira
+44 (0) 20 3743 1223
mariette.ferreira@11fs.com

Media:



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Scan Me:

Company Contact:

Quingenti Communications Ltd

T. 07785598746
E. cathal@quingenti.com
W. https://www.quingenti.com

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