



## Alfredo Martín Almaraz

Co-Founder & CEO | CTO | Digital Transformation

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## Hello! I'm Alfredo

As an experienced professional, I am passionate about aligning business strategy with technological innovation. I have a proven track record of helping companies navigate their digital transformation journey.

I hold an MBA and a degree in Physics and have over 29 years of experience in the technology industry. I have successfully led sales and technical teams across Latin America and Europe for multinational enterprises.

**#Bitcoin**  enthusiast really interested in what technology comes to everyone's finance.

Currently, as the CEO and co-founder of PEAKLINE, I am focused on providing comprehensive technological solutions to fund managers. I am inherently entrepreneurial, having participated in other business ventures, including co-founding a company in the renewable energy sector.

Previously, I had the responsibility, as the CTO of an investment management firm, to lead its digital transformation journey and build the IT department from the ground up.

I am also a Bitcoin scholar with a keen interest in the future of finance and how technology will impact it.

My specialties include digital transformation, entrepreneurship, B2B sales, software development, public sector/finance sector, international sales management, and sales enablement, with experience across Latin America and Europe.

## EXPERTISE

### B2B SALES

I've got more than 12 years of experience in B2B sales (out of 29y total experience) working with large accounts in international framework, especially in financial and government sectors. I enjoy being challenged with aiming at getting new revenue streams and getting the best of my sales team. Sales enablement and operations are part of my areas of expertise. In short, I think of myself as an expert in big deals management and optimization of the most valuable resources in a company: salespeople.

### DIGITAL DISRUPTION

Along the whole path of my career, I've been involved in helping organizations (whatever the sector) to embrace the Digital Transformation to adapt their business processes to the new technological trends rising up steadily. Cloud, Cyber Security, IaaS, CI/CD or Unified Communications are facets of Digital Transformation, but not all is about technology. Culture, leadership, and technological savvy are points to consider.

Diving every day in whatever Bitcoin and DeFi new rabbit hole I find .

### INTL ENVIRONMENTS

I have built my career in a variety of roles and responsibilities, mostly in market leaders (Telefonica or Microsoft). I also have been lucky enough to live in Brazil for three years linking two so much different markets as European and Latin American. I am not only used to work with diversity, I sincerely enjoy it; I thrive in an environment where different cultures and work styles must coexist.

## EXPERIENCE

2023 – Present

Co-Founder & CEO

Madrid

PEAKLINE



PEAKLINE offers a cutting-edge solution for financial institutions aimed at digitalizing and streamlining investor management and onboarding. Their comprehensive 360 management tool automates various operational aspects including account validation, identity authentication, and document verification.

Clients can benefit from a fully digital and customizable onboarding experience, including video-identification, digital signatures, and initial transaction payments.

PEAKLINE also provides investors with a private area for managing their profiles and viewing transaction details, enhancing user engagement and operational efficiency.

2017 – 2022

CTO / Digital Transformation  
Director

Madrid

COBAS ASSET MANAGEMENT



COBAS Asset Management is an Investment Asset Management Company led by **Francisco García Paramés**, whose investment philosophy is based on the idea of 'Value Investing'.

- Digital evolution design and overall IT Governance to deploy all major technology initiatives: cloud, unified comms, CRM (Salesforce),...
- Cybersecurity platform (EDR, WAF, CASB, DLP, SIEM) and ISO 27001 certification
- Development project of company's core application (web, mobile apps, video-id, 100% online on-boarding, backoffice, private area...) implementing cutting-edge tech stack (nodejs, Kubernetes, WSO2).

2013 - 2017

Global Head of Sales  
Government & Public Sector

São Paulo / Madrid

TELEFONICA GROUP



- Increase the value added to the "business as usual" proposals making the most of Telefonica's capabilities and experience globally
- Add strategic partners to our Public Sector approach in order to complement Telefonica's offering
- Manage strategic deals in Public Sector globally
- Equip sales organization with the ability to successfully sell Telefonica's products, technologies, and solutions.

2002 - 2017

Founding partner

Madrid

HCIB



Founding partner of HCIB, a company founded with the aim of promoting projects relating to the rational use of energy and the use of renewable energies, specifically solar and biomass

2008 - 2013

Head of Sales in Finance  
Market for Global Customers  
& MNCs in LATAM

Madrid

TELEFONICA INTL



- Manage the sales process for global major accounts in the financial sector in Latin America
- Lead a global virtual team internationally
- Work with MNC companies through Latin America
- Mediate in interest conflicts within Telefonica Group carriers
- Make the most of the global Group strengths in Latin-American developing countries



## EDUCATION



## LANGUAGES, CULTURE AND INTERESTS

I am native in **Spanish** and I've got a full professional proficiency in **English** and **Portuguese**.

I am passionate about **traveling** and knowing new people from diverse cultures. After living in **Brazil** for almost three years and nine years going all over **Latin America**, I know deeply that amazing continent and a great part of the different and diverse cultures that coexist in it.

I have an **entrepreneurial** streak. Throughout my professional career, I have co-founded several companies in the fields of renewable energy and technology.

Shyness is not one of my weaknesses. Seasoned **speaker**, I've represented my company in many commercial and institutional events

Passionate about **Bitcoin**

Thank you!