

JULIAN J. SERRA WRIGHT

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Education

Stanford Graduate School of Business, MBA, 2024

Columbia University, Bachelor of Science in Computer Science, 2018

Claremont McKenna College, Bachelor of Arts in Economics, *Combined Plan Program with Columbia University*

Experience

SUMMER ENTREPRENEURSHIP FELLOWSHIP

Palo Alto, CA

Explored a venture in the Digital Legacy space aimed at using ML/AI to enable clients to recover the assets and legacy of their lost loved ones.

Founder

Summer 2023

- Conducted extensive user and market research to identify key pain points and a ~\$80 billion market opportunity (unclaimed property).
- Built classification model to identify valuable accounts using the customers mailboxes and implemented a feasibility experiment to use LLM's for automating account recovery interactions with customer support teams.

BITSO

Mexico City, Mexico

The largest crypto exchange in Latin America with over 8 million users, first crypto unicorn in Latin America, and first fin-tech unicorn in Mexico (bitso.com)

Product Manager

May 2020 – July 2022

Manage a product development team of +10 people in the design, implementation, and release of new products and product features. Only product manager promoted from in-house software engineering team.

- Led the strategic creation of Bitso's US dollar product, enabling global users to trade and transact using ACH payments, wire transfers and stablecoins. This product now accounts for US\$200 million in traded volume per month, has allowed Bitso to double its cryptocurrency offering, and enabled the exponential growth of Bitso's institutional payments product (now processes around 10% of all US-Mexico remittances).
- In charge of product development for expansion into Brazil, Bitso's largest addressable market, reaching over 500,000 registered users in first 6 months after launch.
- Drove the design, experimentation, and development of global user onboarding improvements to increase user activation conversion rates by 25 percentage points.
- Directed the redesign of Bitso's API management dashboard to allow for customized asset security rules and access control, increasing business account volume by 50%.

Software Engineer

Summer 2017, August 2018 – May 2020

Member of back-end engineering team dedicated to building user infrastructure, third party integrations, and user facing API endpoints - joined as Bitso's first intern when company had 20 employees (now 600+).

- Designed and built user KYC onboarding system to provide flexibility in registering users from different jurisdictions, allowing Bitso to become a major player in 3 new countries in Latin America.
- Built key API endpoints that facilitated the release of Bitso's first mobile app, which has had over 7 million downloads since its release in 2019.
- One of 3 engineers in charge of building critical regulatory infrastructure necessary to help Bitso become a licensed distributed ledger technology provider and the first ever regulated electronic payments institution (IFPE) in Mexico - establishing a key competitive moat.

ACCENTURE

Mexico City, Mexico

Strategy Analyst Intern

Summer 2016

- Part of 4-person team in charge of developing and presenting a go-to market plan to improve SME acquisition for a major company in the telecommunications industry.

Additional

- **Languages** - Bilingual in Spanish and English, Proficient in Portuguese
- **Technology** – Python, Java, PHP, JS, SQL, Git
- **Relevant Coursework** – Machine Learning, Artificial Intelligence, AI Alignment
- **Other** – Dual Citizenship: Mexican and British. Avid soccer and golf player (co-captain Claremont Football Club, founder of Bitso's soccer team); founder and lead designer of Stop the Melt, a clothing brand focused on creating awareness around climate change; amateur video and content producer.