Press Release

Crescenta Appoints Marta Echarri to Its Advisory Board, Bringing Her Expertise in Investor Acquisition and Digital Banking

- Marta Echarri is an expert in the digital transformation of financial institutions and has nearly 20 years of experience in banking. Her career highlights include serving as Head of Digital Banking for Europe at Western Union and as General Manager of N26 for Spain and Portugal, as well as holding senior roles at international banks such as JPMorgan.
- Crescenta, which began operations with the launch of two funds in February, has already surpassed 40% of the fundraising for these vehicles and expects to complete it in April

Madrid, January 22, 2024. Crescenta, Spain's first digital asset manager for private equity fund investments, announces the appointment of Marta Echarri to its Advisory Board, strengthening investor acquisition efforts for both retail and professional investors and adding her expertise in digital banking.

Marta Echarri brings nearly 20 years of experience in banking. She is an expert in the digital transformation of financial institutions, with extensive international experience and a strong strategic, business, and regulatory profile. She previously served as Head of Digital Banking for Europe at Western Union International Bank and led the fully digital German bank N26 in Spain and Portugal, with a strong focus on innovation and retail customer acquisition. During her tenure at N26, she contributed to the consolidation of a new digital banking model in Spain and succeeded in doubling the retail customer base.

"The Crescenta business model is proving to be a success, and I am confident it will scale very quickly. Offering access to alternative assets through technology to both professional and retail investors, with such an accessible minimum investment, strikes me as an extraordinary value proposition. I would like to thank Ramiro and Eduardo for the opportunity to join Crescenta's Advisory Board, and I am pleased to put my experience in the financial and digital sectors at the team's disposal," says Marta Echarri.

With the addition of Marta Echarri, Crescenta strengthens an Advisory Board made up of leading figures specialized in key verticals for the company. The board also includes Sebastián Albella, Carlos Paramés, Iñaki Arrola, Salvador Mas, and Enrique Tellado.

In the words of Ramiro Iglesias, CEO of Crescenta: "We are very pleased that a professional with such a strong background in technology and finance has joined Crescenta and placed her trust in us. Above all, we believe that her extensive experience in managing the wealth of professional investors, as well as in acquiring retail investors, will help us consolidate a strong investor base for our funds."

The asset manager, which began operations with the launch of two Private Equity Growth and Buyouts funds in February, has already surpassed 40% of the fundraising for these vehicles and expects to complete it in April.

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Marta Echarri holds a degree in Business Administration from ICADE (E-4) and Northeastern University. She has also completed extensive training in digital transformation at institutions such as ISDI and IE Business School, as well as an executive program at Singularity University in California. In addition, she collaborates as an adjunct professor at undergraduate, master's, and executive programs, teaching courses on Leadership and Disruption in the Financial Sector at Advantere, ICADE, IE, and ESADE. She has also collaborated with NYU Stern in several of its European programs. Marta Echarri is Chair of the Advisory Board of the Fundación Quiero Trabajo.

Prior to her roles at N26 and Western Union International, Marta held executive positions in Madrid and New York at global banks such as JPMorgan, UBS, and Merrill Lynch, where she managed the wealth of High Net Worth Individuals and Family Offices from Spain, the United States, and Latin America.

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About Crescenta

Crescenta is a Collective Investment Institution Management Company (SGIIC) supervised by the CNMV. The company, founded by Eduardo Navarro and Ramiro Iglesias, offers professional and retail investors digital access to the best national and international private equity, venture capital, infrastructure, private debt, and impact investment funds. In addition, it provides its clients with extensive educational information on investing in this segment, an advisory tool, and the option to integrate their bank accounts for a more agile and secure subscription process.

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