Press Release

Mercedes Estrada Joins Crescenta as Chief Marketing Officer

- Mercedes's appointment comes just ahead of the launch of Crescenta's first products, which received CNMV approval just one month ago
- Mercedes joins from WiZink Bank, one of the groups with the highest customer acquisition rates, where she led the marketing team at Aplazame
- The new CMO will help the asset manager raise awareness of private equity investment, drive customer acquisition, and build a leading brand in the Spanish market

Madrid, November 16, 2023. Crescenta, Spain's first digital asset manager for private equity fund investments, welcomes Mercedes Estrada as Chief Marketing Officer (CMO). Mercedes joins from WiZink Bank, one of the financial groups with the strongest customer acquisition capabilities, where she led the marketing team at Aplazame. Estrada brings this experience to Crescenta to drive the firm's marketing and acquisition strategy as the asset manager enters its initial growth phase.

This appointment reinforces Crescenta's commitment to becoming a benchmark in the Spanish market. The new CMO faces the challenge of building a strong brand to reach retail investors and convey the value Crescenta delivers, in line with its mission to democratize access to private equity through technology.

Mercedes has more than 10 years of experience in marketing for technology-based companies across sectors such as Fintech, Mobility, Smart Home, Big Data, and AI, in both B2B and B2C models. Within the fintech sector, her career highlights include Ebury—where she was responsible for marketing in Iberia and Southern Europe—and Aplazame, where she served as CMO prior to joining Crescenta.

Ramiro Iglesias, CEO of Crescenta, states: "It is a privilege to have Mercedes join Crescenta at this stage of our development. Her experience in early-stage startups and scale-ups such as Ebury and Aplazame comes at the perfect time, as we are launching our products and investing heavily in talent across Marketing, Investments, and other areas."

In Mercedes Estrada's words: "I am extremely excited to help shape a project like Crescenta. We face the challenge of creating and responding to new demand, but we also have a long runway to reach very diverse audiences, ranging from less to more mature segments within the investment world."

In addition to her experience in fintech, Mercedes Estrada has worked as Marketing Manager at Synergic Partners, Product Marketing Manager at Telefónica, and Global Head of Growth & Marketing at MOVO, a Cabify company.

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She holds a degree in Economics from the University of Castilla-La Mancha, an MBA from AEDE Business School, a postgraduate degree in Digital Marketing from the London School of Design and Marketing, and a specialized program in Digital Product Management from The Valley Digital Business School. In addition, she works independently as a Startup Advisor in Marketing and Growth.

Mercedes's appointment comes just ahead of the launch of Crescenta's first products, which received approval from the CNMV only one month ago.

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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 leading 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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