

**Joel Binn**

**Associate Advisor**

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**Joel Binn** is at the forefront of Blockchain, IoT and digital currency innovation, heading a transformational early stage startup, Crypto Currency Corporation. As the company's founder, Joel is leading a new generation of digital currency through a focus on a FIAT-style financing eco-system.

25+ years of consulting, entrepreneurial and leadership experience in the technology arena for the financial services industry, Global 1000 companies and the government. With a view towards "Harnessing Disruptive Technologies™," Joel helps organizations achieve market dominance through organizational transformation:

#### Leadership positions

- MD and CTO – Whitehall World-wide
- Member Hitachi Advisory Institute – Consultant on new technology product development (IoT, Digital Marketing, Financial Services, and Blockchain)
- CIO– Transformation of multi-billion dollar NYC agencies
- City of New York – Chairman of Architecture Platform Committee
- Founder and CIO for Pentagon Ltd – Consulting and systems integration for major Wall Street firms

#### Financial Services (20 years)

- Crypto Currency Corp (startup) – Blockchain based alternative currency to Bitcoin - Founder
- Orbian (startup) – Credit based payments, First Digital Currency – Citibank/SAP joint venture
- M&A technology advisor for companies such as Markit
- Systems Integration, Strategy, Consulting, Project Management for brokerages large and small (JPM/Chase, Merrill Lynch, National Westminster, Wood & Co (Czech), BofA, BNY Mellon)
- Design, review and implementation of global, payment and settlement systems (US EUR JPN)
- Technology Review & Balanced Scorecard development for banks such as JPM/Chase & MUFG
- SaaS provider for Broker Dealers (e.g. Cantor Fitzgerald)
- Operations and Development of Security Pacific Brokerage systems (later part of BofA) – hyper growth (startup of 17 employees, growing to over 1000 in under 2 years)

#### Healthcare

- Patient tracking, ERM and Payments – Clinic at City of New York Agency
- Holistic mobile Healthcare product solutions for Hitachi – Health, Insurance, Payments
- Big Data for Healthcare real-time decision support
- Design of SaaS based IoT solutions utilizing blockchain security

#### Startups / New Technologies

- Blockchain based technology companies – in development
- Truechoice (startup - formerly Blue Flame Data) – CIO – developed organization & applications. Co-developed and secured patents for econometric based 1:1 marketing. Participated in multiple successful funding rounds.

- Pentagon – Founder – Concentration on providing on-site support and SaaS solutions, for settlement processing, payments, and brokerage systems
- Award winning new technology development and delivery for GPS operational support system
- New Technology transformation for Electronic records utilization, distributed architectures / cloud and edge solutions, LBS (Location Base Services), LRM, Big Data for decision support, and security solutions

Mr. Binn holds Bachelor's degree from Pratt Institute in Computer Science.