

# Why I joined Bitget to Boost the UEX Story — Chief Marketing Officer Letter



Throughout my career, I've been driven by a single principle that technology should solve real-life problems and that people around the globe should have access to it.

My own story begins in Mexico City, where, at the age of 13, I received my first computer from my father. A moment that changed my whole life's trajectory was when I first connected to the World Wide Web. That moment sparked a lifelong fascination with technology. I began coding, deconstructing devices, and seeking to understand how things worked beneath the surface. Now that I look back, it built the foundation of a mindset rooted in curiosity, experimentation, and the belief that innovation in tech changes lives like it did mine. So much so that I even met my wife on Tinder in 2014. That's how all the big breaks of my life have mostly been, surrounded by innovation that changes lives.

This mindset ultimately led me to Bitcoin in 2019. I was an early believer in decentralized technologies and crypto; to me, it was like a game, a zero-sum one. As intrigued as I was, I also knew the impact this could bring on a scale to the masses. It would change the way money worked, it would bring changes in financial ecosystems, banks, policies, and regulations worldwide, including politics, even. This is what we're seeing happen now. Nations are rushing to pilot CBDCs, they are adopting blockchain in banking infra, and are even rolling out their own crypto-based treasuries.

Prior to joining Bitget, I held leadership roles at Adobe and SAP, where I helped scale complex enterprise technologies across global markets. This part of my journey from my early days in Computer Engineering to earning a second Master's in Internet Business taught me one profound lesson: clarity and emotion matter just as much as precision. A product might attract users through visuals, but it's the experience that keeps them coming back. I learned that marketing is not about showing what a product *does*; it's about telling "why it matters" by connecting innovation to purpose.

That philosophy guides my excitement to join Bitget.

Bitget is a powerful engine for financial freedom and innovation that I believe can truly onboard the next generation of users. We've already built a powerhouse for over 120 million people, and my core mission as your CMO is to take that to 150 million and beyond, aiming toward the bold goal of reaching the next billion users by 2030.

To achieve this, we will focus on building value. We will focus on our Universal Exchange (UFX) model.

My engineering background, combined with years of crafting global narratives, means I approach marketing with a product-first mindset. We will concentrate on telling the simple, powerful stories behind our hero products, which are the innovations that solve real problems for you:

- **Onchain:** Puts 2M+ tokens on the platform, nothing like you've seen before. Making your journey into the decentralized world simple and secure.
- **GetAgent:** ChatGPT on steroids of sorts, but GetAgent can actually execute your trades on your behalf.
- **Stock Perpetuals:** 24/7 access to a multitude of stocks for futures trading

We will embrace simplicity and communicate with the kind of clarity that my inspiration, Steve Jobs, mastered. Simplicity, when done right, amplifies impact.

I'm a builder at heart. Whether I'm coding, taking apart a gadget, or even brewing a batch of my own craft beer (a hobby I've pursued for over thirteen years), the joy is in understanding the process and perfecting the execution. Learning to surf during a break in Australia years ago taught me the same thing: patience, rhythm, and balance are vital, both in catching a wave and in leading a global brand.

My goal is to bring that builder's focus and that human touch to everything we do. We will listen intently to your feedback, iterate quickly, and work tirelessly to ensure that Bitget is the most trusted ecosystem in crypto.

This endeavor is how we execute our belief in the power of this technology to change lives, just like the first computer that changed mine. I hope our products can change yours.

I look forward to building the future of finance with all of you.

Signing off,

**Ignacio Aguirre Franco,**

**Chief Marketing Officer, Bitget**