

Application: 5499

Márlyson Silveira da Silva

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Transfero  [REDACTED] [REDACTED]
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> Márlyson Silveira da Silva
<b>Category</b> A10. Executive of the Year - Advertising, Marketing & Public Relations
<b>Executive Nominee Submission Format</b> Written Answers
<b>a. Briefly describe the nominated executive's employer: the organization's history and past performance (up to 200 words). Required</b> <p>Founded in 2015, Transfero Group is a global fintech infrastructure company born in Brazil with a mission to connect emerging markets to the global economy through blockchain, stablecoins, and financial innovation. The company pioneered the launch of BRZ, the largest non-USD stablecoin in circulation, and expanded its operations to Argentina, Chile, Switzerland, Portugal, South Africa, and more. With licenses including Brazil's IP license, VASP licenses in Switzerland, Bahamas, Argentina and South Africa, Transfero is at the forefront of compliant digital finance infrastructure.</p> <p>The company provides a wide range of services, including fiat on/off ramps, cross-border payments, investment portfolios, tokenization, and financial education through the Transfero Academy. In 2023 alone, one of its business verticals processed over \$10B in transactions.</p> <p>Under the leadership of its founder and CEO, the company continues to shape the future of finance in emerging markets, creating inclusive and innovative solutions that foster real economic transformation and digital access for underserved populations.</p>
<b>b. Outline the nominated executive's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required</b> <p>Since the beginning of 2023, I have led Transfero Group through a period of significant innovation and global expansion. One of our proudest achievements has been the growth of Transfero Academy, our flagship educational initiative. With over 1,000 students enrolled and almost USD 1 million invested in education, we've created a gateway for underserved communities—especially youth in Brazilian favelas and Latin America—to access knowledge in finance, technology, and blockchain.</p> <p>In parallel, we launched Transfero Checkout, a groundbreaking payment solution that allows merchants to accept cryptocurrencies while receiving local currency instantly—eliminating volatility risk. This tool empowers businesses of all sizes to participate in the crypto economy without needing to understand the complexities of digital assets.</p> <p>I also championed Transfero's presence on the global stage, representing our mission as a speaker in major events across Brazil, Argentina, Mexico, El Salvador, Singapore, Dubai, Qatar, and Lisbon. These engagements helped reinforce Transfero's role as a bridge between emerging markets and the future of digital finance.</p> <p>Through education, technology, and strategic partnerships, we continue to shape a more inclusive and innovative financial ecosystem, driven by purpose and powered by blockchain.</p>

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other executives in your industry and/or to the nominee's past performance (up to 250 words). Required**

What sets these achievements apart is their impact, scalability, and timing in a rapidly evolving global financial landscape. As many executives in the crypto and fintech space focused solely on institutional growth or speculative products, I prioritized financial inclusion and real-world utility, particularly in underserved emerging markets.

While other leaders in the blockchain sector have been limited to localized or technical solutions, Transfero Academy has reached over 1,000 students and invested in education—a rare commitment in the private sector. Few executives combine business success with such a strong focus on empowering the next generation with accessible knowledge in financial literacy, blockchain, and digital innovation.

Transfero Checkout, launched under my leadership, provides a unique merchant solution that instantly converts crypto into fiat, eliminating exposure to volatility—a pain point that many crypto-payment initiatives globally have failed to resolve. This positions Transfero as a market leader in real crypto utility, not just theory.

Compared to my own previous years, the results since 2023 represent a leap forward: greater social impact, international recognition, and product-market alignment. I've also represented Transfero at global events across three continents, proving that our Latin American-based innovation can lead conversations in the world's most advanced financial hubs.

These results are not only benchmarks of progress—they are stepping stones toward shaping a more equitable and connected financial future.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

[REDACTED FOR PUBLICATION]

**Would you like to add an additional supporting document?**

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