

## **Coadjute appoints international technology marketer, Javier Diez-Aguirre as Chief Marketing Officer**

*Javier Diez-Aguirre to drive growth and brand equity at Coadjute, the leading PropTech business.*

**LONDON 6th MAY:** Blockchain leader in the property market Coadjute today announces the appointment of Javier Diez-Aguirre as CMO.

Following the appointment of former RBS Director of Innovation, Dan Salmons as CEO of Coadjute, and several successful customer trials last year in its blockchain platform; the company has hired Javier Diez-Aguirre as CMO to drive revenue growth, brand equity and all the communications. Javier will be based in London joining the rest of the Executive Board.

Until now, Javier was the EVP for Global Corporate Marketing at CPA Global. Prior to this, Javier was Vice President, Corporate Marketing for Ricoh Europe where he lead a large internal team and a wide range of global agencies covering branding, sponsorship, digital and PR. Before that, he was International Brand Director for Genworth Financial, a \$110 billion leading insurance holding company in the United States and formerly a division of General Electric.

During his two decades in marketing, he's specialised in helping businesses thrive in times of change, whether they're growing rapidly, repositioning themselves or going through M&As. Fluent in three European languages, he's studied and worked in various countries around the world. His truly global approach was recognised by Inter-National-Ist Magazine when he was named an 'Internationalist of the Year' in 2007. Javier holds a PhD in Microbial Biochemistry from Imperial College.

Dan Salmons, CEO at Coadjute said: *"We are delighted with Javier strengthening what is now a robust Executive Board. He brings a keenly scientific approach to everything that he does, and a sheer drive, passion and determination to get things done. The combined potential of our deep sector expertise in the housing market, Coadjute's blockchain technology, and our partnership with industry players places Coadjute in a unique position to champion the digital transformation of our industry".*

Javier Diez-Aguirre, CMO at Coadjute added: *"I feel energised by the opportunity to work with Coadjute and collaborate with all the parties involved - lenders, brokers, estate agents, conveyancers and many others - to support the market".*

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## **About Coadjute**

Coadjute is a blockchain property technology business headquartered in London. Our open network is designed to cut the cost and increase the speed of property transactions by connecting the businesses that power property market operations. Over the last 18 months we have conducted trials with over 40 leading businesses in the property industry, and we are due to launch the network in the UK later in 2020.