

Contact

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Top Skills

Blockchain, DLT
DeFi, Crypto & NFT Biz Models
Commercial Partnerships
Business Development
Fintech, Payments and PSPs
Mobile-only platforms
Customer Journey
Venture building
Fundraising
Corporate Strategy

Languages

Spanish (Native)
English (Full Bilingual)
French (Professional Working)
SwissGerman (learning)

Rafa Jimenez

Link back to the [bajaswiss-website](#)

Switzerland

Summary

Rafa is a fintech startup founder and CEO with ~10y exp., expert in [blockchain](#), active in the space since 2012. In this time, he's had the opportunity to meet, learn from, work with, and advise prominent stakeholders from the blockchain space (creators, developers, entrepreneurs, SMEs and DAOs) on fundraising, business model, G2M launch, BizDev, UX and community engagement strategy.

He is Chief Commercial Officer of [Alpian](#), building a mobile-only digital Swiss private bank set to launch in 2022.

Rafa founded [KlubAlibre.mx](#) in 2018, a fintech, blockchain, DeFi and Web 3.0 education community, and built [Alibre.io](#), a metaPSP platform that connects all fiat payment options in MEX to a mobile-only platform for payments and SME collection, and has served as a crypto-fiat on/off-ramp.

Experience

Alpian.com – Chief Commercial Officer Nov 2020 - Present
Geneva, Switzerland

Alpian is a mobile-only private bank for the Swiss mass-affluent market, providing seamless retail/private banking services in one app. Developed & negotiated >25 critical partnerships with leading tech/financial services companies required to build the bank (license still pending). Begun evaluation of new tools/tech that solve unmet & unknown needs of the retail and private banking client. Moving towards a Chief Digital Officer role, implementing new digital mobile-only models that ensure the best customer journey and UX (features, functionality, security, & support)

Fintech & Blockchain know-how – Over 10y and 10k hours Since 2012
Worldwide

Since 2012 Rafa has been an alpha user, learned & actively educated on blockchain technology, as well as supported, worked-with, advised, invested, participated-in, attended and helped promote various projects, events, developers, entrepreneurs & communities in the blockchain space:

ETH core devs	The DAO	WHG
DFINITY	Bitso	Bity (form. SBEX)
Giveth	NYM	Origyn
CommonsStack	Camp Decentral	WeTrust
TEC	Klubalibre	Smart-contract Experts

over 50 blockchain & fintech presentations since 2014, e.g.:

- [GES Marrakech](#) Global Entrepreneurship Summit - 2014
- [Crypto 101](#) – CEBC, Baja Calif. Entrepreneur Club - 2017-18
- [Camp Decentral](#) blockchain beginner courses - 2018-19
- [Klub blockchain presentations](#) (Giveth & [Smart-contracts](#)) - 2019
- [Fireside chat](#) Crypt0sNews (ETH, Giveth, Polkadot, DAppNode) - 2019
- [Blockchain Masterclass Klub](#) - 2019, 2020, 2021
- [How blockchain is leaving e-commerce in the dust](#) (2021)

KlubAlibre.mx – Founding member Since 2018
Tijuana, Baja California MX / San Diego, California US

A distributed community of like-minded people, working and learning about, blockchain, DeFi, Web 3.0 and other major fintech trends.

Industries

Fintech
Blockchain, DeFi, Web 3.0
Technology
Banking
Insurance
Pharmaceuticals
Global Public Health
Education

Functions

Business Development
Commercial
New Product Launch Strategy
Venture Building
Operations
Strategy
Corporate Finance
Mergers and Acquisitions
Marketing & Sales

Geographies

20+ countries across:
- America
- Europe
- Asia
- Africa

Alibre.io – Founder / CEO (until Q2 2020) / Chairman Since 2012
Tijuana, Baja California MX

Alibre.io is a fintech *metaPSP* platform that consumes all banking and PSP APIs to consolidate all forms of payments in MX to a mobile-only app UX for LMI financial services (like fee payments [Kuota.app](#)). Eliminating >40% of the payment friction & reducing ~80% of the admin burden of collection.

BajaSwiss – Founder and Managing Director Since 2012
Geneva, Switzerland

BajaSwiss is independent consulting, advisory and venture building support, specialized in Fintech, Payments, Blockchain, DeFi, Dapps and the Metaverse Web 3.0 space. Supporting founders, teams, startups, SMEs & NGO's with company building, Fundraising, Tech, Product Development, Customer Journey & UX, BizDev, and G2M launch strategy.

Developed blockchain & crypto know-how as an active *crypto valley* participant since 2015.

McKinsey & Co. – Sr. Engagement Manager Sep 2006 - Apr 2012
Geneva & Zurich, Switzerland

Management consultant advising for Fortune 100s, Governments, IOs/NGOs across 25 geographies: America, Europe, Africa & Asia.

Over 30 projects focused on business development, new product launch and corporate strategy in pharma, banking & across multiple industries.

Rain Bird – Product Quality Engineer Mar 2003 - Mar 2005
San Diego, California US

Irrigation controller division, managed the product returns lab, performed customer usability testing. Hired, trained, and managed 6 lab & 5 field technicians for on-site system analysis and customer support.

Education

University of Geneva (HEC) – Switzerland Aug 2005 - Dec 2006
MBA, Master Business Administration – specialized in IOs and NGOs
Top of the class, 5.5 / 6.0 GPA

Universidad Autónoma de Guadalajara – Mexico Aug 1997 - Jul 2001
BSC, Electronic Engineering – specialized in Communications
Full Academic Scholarship - Summa cum laude, 9.8 / 10.0 GPA

Awards

Swiss Government Excellence Scholarship – Switzerland 2005 - 2006
State Secretariat for Education, Research and Innovation SERI

Academic Scholarship – Switzerland 2005 - 2006
HEC Geneva's MBA program (IOMBA now part of GSEM)

Academic Excellence Stipend – Mexico 1999 - 2001
Telmex – Fundación Telmex scholar recipient

Full Tuition Academic Excellence Scholarship – Mexico 1997 - 2001
UAG – Universidad Autónoma de Guadalajara