



MENTORES

Club de la Facultat d'Economia

IMPULSA
TU PROFESIONALIDAD

Alex Friedberg

Co-Founder of BXB Capital

Curriculum Vitae

Graduated with a Bachelor of Science in Business Management from world renowned Babson College, the no. 1 ranked entrepreneurial school in the USA.

After co-founding two start-ups while in university, he spent his professional career navigating the global tech and emerging markets sectors. First working for Amazon.com in 2012, then moving to South Korea as a critical early hire for Coupang in 2014 before their IPO as a top eCommerce player in Korea, before transitioning to the ride sharing industry by moving to Singapore in 2017 to work for Grab before their business merger with Uber and then ultimately founding his own ventures once again.

Since co-founding BXB Capital, he led the development and operational scale up of their quantitative, algorithmic and 24/7 automated trading business. He co-founded KRWb, the world's first Korean Won stablecoin in 2019, and helped bring the venture to a successful exit and merger into Binance.KR, the Korean expansion of the digital asset industry's top exchange Binance in 2020. Over the years, he has focused on building, launching, advising, and iterating large-scale, mobile-first products that have been both B2C and B2B platforms, with a data-backed track record of success. He has long been a mentor for other entrepreneurs and loves to help others raise the bar for excellence.

