

**Kadena**  
Press Kit  
V3

**Here are guidelines and  
resources for using  
Kadena's branding.**



## ABOUT US

**Kadena is creating a hybrid public and permissioned blockchain. Kadena is fast, secure and simple—and we're in use today by Fortune 500 clients in finance, healthcare and insurance.**

**Our partners include USCF, a \$3 billion dollar ETP fund that leads in alternative investments.**

**Chainweb, Kadena's scalable Proof of Work blockchain, is launching mainnet at the end of 2019.**



**Quotes and Digital Media**

# Quotes

**MULTICOIN** CAPITAL

\$75+ million thesis driven fund with  
blockchain/crypto focus

 **Rymedi**

Deploying vaccinations with  
World Health Organization

**USCF** 

Leading alternative investments fund with  
\$3 billion in assets

**Stuart, Will, and the Kadena team stand apart among blockchain companies. With Chainweb Testnet going live, they have proven that they can deliver creative and clever solutions that scale. Chainweb shows that a public Proof of Work blockchain can be both scalable and environmentally friendly.**

**Kyle Samani, Managing Partner**

**Rymedi has implemented blockchain-enabled data integration, currently being used to track elimination of Hepatitis C infections in Mongolia. With Kadena's trustless blockchain technology, new value propositions can be brought to the market to enhance patient outcome and data integration.**

**David Stefanich, CEO**

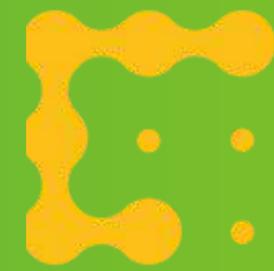
**Kadena has solved scalability and security constraints previously associated with blockchains to offer exciting potential applications. We see the potential to leverage blockchain in the investment space and identify new opportunities for innovation in asset management.**

**John Love, President & CEO**

## Digital Media

We have been featured in the following outlets, please click to learn more:

**Bloomberg**



**coindesk**

**Forbes**

**FORTUNE**



**Team Bios**



# Will Martino

Founder & CEO [in](#) [twitter](#)

Will Martino is Founder and CEO of Kadena. He co-founded the company in 2016 with Stuart Popejoy to provide the fastest, safest, and most scalable smart contracts for entrepreneurs and enterprises. Will's background has earned him a reputation for delivering unique insights into the world of permissioned and hybrid blockchain. Prior to founding Kadena, Will worked in JPMorgan's Blockchain Center of Excellence along with Stuart, where they spearheaded the company's first blockchain, Juno.

Before JPMorgan, Will worked as the Tech Lead for the Cryptocurrency Committee at the U.S. Securities and Exchange Commission, a software engineer for AxialMarket and in client services at ION Trading. Will received a B.A. degree in Economics and Mathematics from Yale University. He has authored multiple first name academic publications in the fields of fractal geometry and materials science.

## Selected Media:

[Why Mining and Private Blockchain Don't Mix](#)

[The Future of Blockchain is the Smart Contract Sharing Economy](#)



# Stuart Popejoy

Founder & President [in](#) [twitter](#)

Stuart Popejoy is Founder and President of Kadena with 15 years experience in building trading systems and exchange backbones for the financial industry. Prior to starting the company with co-founder Will Martino, Stuart worked at JP Morgan in the Blockchain Center of Excellence, where he led and developed their first blockchain, Juno. Stuart also wrote the algorithmic trading scripts for JPMorgan, which informed his creation of Kadena's simple smart contract language with Formal Verification, Pact.

His past work also includes experience at Pragma Securities, Pink OTC Markets, Jupiter Media, and Apple in various programming and analyst positions. Stuart received his B.A. in Comparative Literature from the University of California, Berkeley and is also an avid musician and composer. Stuart has been featured in Forbes, Fortune and Quartz as well as additional publications.

## Selected Media:

[The Next Web - IBM is not a Blockchain: Here's why](#)

[Announcing Pact 3.0: the premier standard for smart contract programming](#)



# Monica Quaintance

**Head of Research & Networks** [in](#) [t](#)

As Head of Research and Networks, Monica Quaintance leads strategies for engineering and network adoption. Monica spearheads the technology development at Kadena to empower entrepreneurs and enterprises with simple, secure and scalable smart contracts. From banking to engineering to government, Monica's career path brings invaluable expertise to Kadena. She formerly led database engineering at Rent The Runway for over three years, where she implemented the migration of transaction data and maintained data management scripts as a senior data engineer. Prior to her tenure at Rent The Runway, Monica worked at the SEC as a quantitative analytics programmer.

Early in her career, Monica started in finance as an Investment Banking Associate, where she securitized and restructured commercial real estate assets at Cushman and Wakefield. Monica earned two B.A.s in Statistics and Probability, as well as Economics, from Columbia University. Monica is known for her expertise on the blockchain landscape, especially her understanding of the fundamental technology principles behind some of the most popular blockchain projects.

She is a well-known speaker for the blockchain community and is the co-founder of Universal Consensus, a blockchain-focused diversity organization. Her featured appearances include Bloomberg TV, Consensus 2019 and MIT Technology Review's The Business of Blockchain.

## **Selected Media:**

[MIT Tech Review Presentation](#)

[Crypto Blockchain Talk: The Blockchain Sharing Economy](#)





# Doug Beardsley

**Director of Engineering** [in](#) [twitter](#)

Doug has 15 years of professional software experience. He spent six years working in the defense industry where he built large scale radar tracking and data fusion systems from the ground up. Doug has been writing Haskell professionally since 2010, with projects in finance, data visualization, and analytics covering both frontend and backend web development.

He is the author of the Snap web framework and maintains a number of open source Haskell libraries. Doug is also active in the Haskell and functional programming communities as a co-organizer of the New York Haskell Meetup and the Compose Conference. He has won various programming events including the 16th International Obfuscated C Code Contest and Programmer of the Month competition.

## **Selected Media:**





**Anagha Mercado**  
Head of Product [in](#) [twitter](#)

Anagha is an experienced Information Technology Project Lead with strong business analysis skills. She has spent most of her career working in the Financial Services Industry. Before joining Kadena, she worked at Nomura in their Portfolio Management and the US Finance Technology groups. She also worked at Barclays, starting in Credit Derivatives Technology and then moving to strategic programs that dealt with publication and consumption of Intraday and End-Of-Day data across the firm.

Before that, Anagha got her start as a VBA programmer at JP Morgan, working on the trading desk in Interest Rate Derivatives and then managing trading and front-office application teams in Credit Derivatives.



**Tony Pham**  
Head of Marketing [in](#) [twitter](#)

Tony Pham leads Kadena's marketing, bringing expertise in branding, customer development, and product marketing to the team. Previously, he was Head of Marketing and Communications at TrustToken, where he launched and led marketing for the go-to-market and growth of the TrueUSD stablecoin (reaching over \$200 million in market cap in less than 1 year).

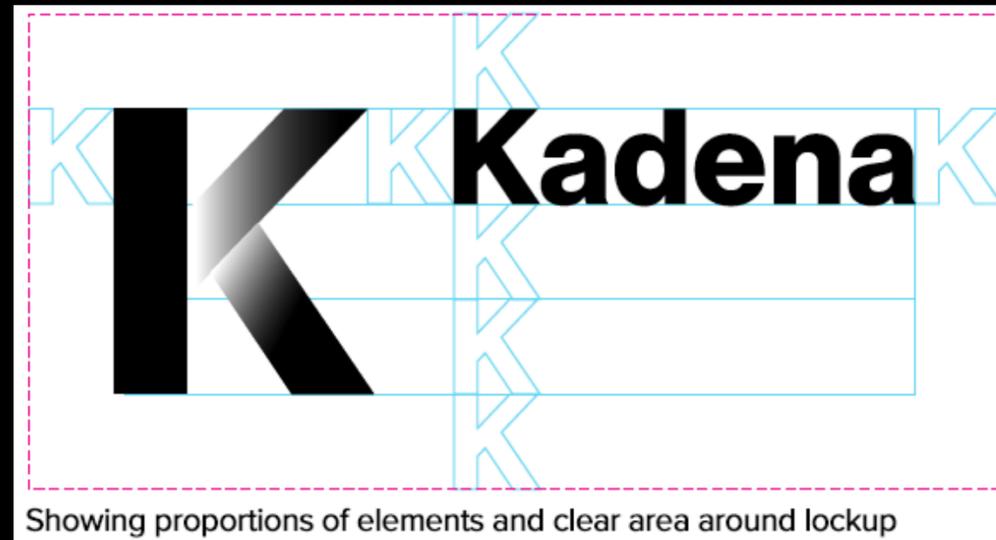
Tony began his career in Silicon Valley when he was recruited to Max Levchin's Slide where he was the first product marketing hire, managing a team over four years through to an acquisition by Google. He has been an expert source to media such as Bloomberg, CoinDesk, CNN, and USA Today. He has also spoken at industry-leading conferences including Mobile World Congress, SxSW, and Marketing 2.0. Tony is a Fulbright Scholar.



## **Logo Guidelines and Downloads**

## Logo Guidelines

**Our name is a key part of our identity, so please always ensure that it is legible and captures attention in any context. Below are examples of Kadena's logo lockups. They have a fixed relationship between the K symbol and logotype. Please only resize the images provided and do not alter anything else about the Kadena logo.**



Downloads

**Executive Headshots**

**Click [HERE](#)**

**Company Logos**

**Click [HERE](#)**