

# Overview of YourID's initiators

## Ted Oorbals – General Director



Originally from The Netherlands, Ted Oorbals (1968) is a creative strategist with a strong commercial and marketing background focused on innovation. He has been an entrepreneur and business builder for 30 years, and started and turnaround various companies in sectors

ranging from electronics and healthcare to virtual reality and cybersecurity. His focus has always been on using a combination of innovative and distinctive technology with a disruptive marketing and sales approach.

Ted Oorbals' last position regarding cybersecurity and digital identities was as the CEO of the identity platform Biocryptology (Madrid, Spain), that he successfully launched in 2018. After many years working in the identity industry, in his current position of General Director of YourID, he is considered a highly knowledgeable evangelist for the creation of a new, disruptive, global industry standard in the identity space.

## Richard Citteur – Operations & Client Relations



Richard Citteur (1971), originally from The Netherlands, supports YourID in all aspects of the Foundation, with a focus on organizational development and initiating partnerships. Richard is an entrepreneurial-minded professional with a great eye for detail and he has excellent writing skills in

Dutch, English and Spanish. He coordinates general operations and client relations, and oversees all communications and agreements with a wide variety of (potential) partners. In addition, he is the sparring partner for Ted Oorbals regarding strategic matters and he performs a variety of (market) research activities.

Richard has a degree in Business Administration (Erasmus University Rotterdam, The Netherlands) with a specialization in Strategic Management. Together with Julio Cesar Pea and Ted Oorbals, Richard co-developed the Biocryptology platform, where he was involved from May 2016 – Dec. 2018.

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## Julio César Pea – Technology Architect



A native of Venezuela, Julio César Pea (1981) is a technology driver with a global mind-set and a strong development vision. He has vast expertise in many aspects of top-end technology. Julio graduated in Electronic Science and Engineering (specialty in bio-

medicine & bioelectronics) at the Simón Bolívar University in Venezuela. He has extensive experience in leading projects and teams and on foreign markets, product design, China manufacturing, chains of supplies and mass production.

He started in a multinational company as QA tester and later achieved a leading position in hardware development in the Taiwan main factory. He obtained a Master's Degree in Robotics and Automatization, and started his own company in hardware and software development. Julio's focus has always been on creating the most disruptive product in combination with the best user experience, the highest quality and ultimate scalability. Julio was at the basis of the creation of Biocryptology when he started working on its technology in 2013. He left Biocryptology as CTO in December 2018, together with Ted Oorbals and Richard Citteur, with who he initiated YourID in January 2019.

## Alberto Cejudo – Financial Advisor



Originally from Spain, Alberto Cejudo (1964) is a creative financial engineer with a strong wealth management and wealth structure background, focused on family businesses and asset protection. He is graduated in Economics and has a Master in Economics and Financial

Management. Alberto is specialized in Financial Engineering and Derivatives and International Tax Planning. Furthermore, he is skilled in Financial Markets, Wealth Accumulation and Protection strategies, Machine Learning, Quant & Algorithmic trading, STO and Crypto assets.

He has worked around the world for several top-tier wealth management companies, among others BNP Paribas, Bank of America-Merrill Lynch, Bank Privée Edmond de Rothschild, KBL European Private Bankers and Banque SYZ. Alberto has an entrepreneurial mindset, that enables him to develop new businesses in challenging environments. Besides providing financial advise, at YourID Alberto also guides the Foundation's governance model and helps find the right contacts and local support, thereby creating the fundament for YourID's Industry Initiative.