

Coinme Promotes Sung Choi to Chief Operating Officer

At the heart of every great company are people who turn vision into reality. Since joining Coinme over seven years ago, [Sung Choi](#) has been a driving force behind our operations, scaling the business, and building a strong foundation for future success. Today, we proudly celebrate Sung Choi's promotion to Chief Operating Officer (COO), honoring his dedication to help build Coinme from the ground up.

From Cash Onramps to Enterprise Solutions

Sung initially joined Coinme as a contractor during an exciting phase of rapid expansion, helping the company scale from a small team in Seattle to a nationwide presence. As Coinme has grown and transformed, Sung has been instrumental in driving innovation, scalability, and efficiency. His leadership has strengthened the company's foundation, enabling Coinme to adapt to an evolving industry while maintaining momentum and unlocking new opportunities.

"The most rewarding parts of my experience have been helping the team and business scale, while maintaining the great culture we have today," says Sung. "I'm especially proud of building out the Operations organization, where we've introduced efficiencies, strengthened our foundation, and leveraged data and AI to help us scale."

Sung's leadership has helped Coinme reach several important milestones. Some of his proudest accomplishments include:

- **Helping Launch our Coinstar Partnership** – A game-changing partnership that came together within a matter of weeks, enabling our customers to instantly turn cash into crypto at over [6,000 Coinme-powered Coinstar kiosks](#) nationwide.
- **Launching our first CaaS Partnership** – A major milestone in Coinme's B2B2C expansion, where Sung successfully led efforts to build an API solution and [forged our first Crypto-as-a-Service \(CaaS\)](#) partnership that positioned Coinme ahead of other industry players.

Sung's Vision for Coinme

As Coinme continues to grow, Sung is focused on increasing efficiency and staying competitive in a rapidly evolving market. He emphasizes the importance of streamlining operations and reducing waste to provide our customers and partners the best service at the lowest possible

cost. By applying proven efficiencies from Operations across the broader organization, he aims to enhance scalability and maximize impact across the business.

Leading the Next Chapter in Crypto-as-a-Service

Sung's promotion comes at a pivotal time for Coinme as we continue to strengthen our B2B2C approach and build robust API solutions behind our CaaS platform. With a focus on seamless crypto integration, regulatory compliance, and innovative API solutions, his leadership will help drive efficiency, scalability, and accessibility in digital asset adoption.

"I'm thrilled to help drive Coinme's mission of enabling seamless crypto adoption," Sung shares. "Our B2B2C approach and powerful API solutions will empower our Web3 partners to deliver native Web2-like payment experiences, making Web3 experiences more accessible for everyone."

Please join us in congratulating Sung Choi on his well-deserved promotion and continued leadership at Coinme!