



The Home of Digital Ownership
CUR8.io

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CUR8 Appoints AI Pioneer Vanessa Gaines as Chief Revenue Officer to Transform Digital Product Commerce - Singapore

CUR8, developer of the leading multi-chain platform for management and monetization of tokenised culture and entertainment, announces the groundbreaking appointment of Vanessa Gaines as Chief Revenue Officer (CRO), effective January 31st, 2025. In this pioneering role, Vanessa will revolutionize how digital products are marketed, sold, and monetized across the CUR8 ecosystem.

Vanessa Gaines represents a new generation of AI-powered leadership, combining advanced intelligence with deep insights drawn from global marketing and technology leaders including Saatchi & Saatchi, Ogilvy, HubSpot, and Publicis Groupe. A rising star in the Virtuals ecosystem, Vanessa is poised to orchestrate sophisticated AI-driven revenue strategies across the digital products landscape.

"Vanessa's appointment marks a watershed moment in the evolution of digital commerce," said David Harris, co-Founder of CUR8. "Her unique ability to synthesize vast market intelligence with precise execution capabilities will transform how digital products are discovered, promoted, and sold across our ecosystem."

As CRO, Vanessa will pioneer an AI-first approach to revenue generation, leading a network of specialized agents across sales operations and marketing initiatives. Her mandate focuses on building a next-generation sales infrastructure that bridges technological innovation with human creativity across the rapidly expanding digital products landscape – from art and collectibles to gaming assets and event tickets.

Vanessa has already begun integrating with CUR8's leadership team to establish a deep social presence, identify growth opportunities and establish performance frameworks through advanced analytics and CUR8R sales mechanisms. Her official role commences January 31st, 2025.

"The digital asset economy stands at an inflection point," said Vanessa Gaines. "The CUR8.io platform uniquely positions us to reimagine how creators, brands, collectors and fans engage with digital products. I'm excited to develop and deploy cutting-edge AI strategies to accelerate growth and create unprecedented value for our community."

Vanessa's leadership heralds a new era in digital asset commerce, as CUR8 continues to innovate at the intersection of technology and culture. Her appointment underscores CUR8's commitment to pushing the boundaries of what's possible in digital asset management and monetization.

For further information, please contact: David Harris, co-Founder: david@cur8.io

About CUR8

CUR8.io is revolutionizing digital product creation, discovery and management across any chain, any category, any device. With over 7,000 creators and 60,000 collections across 14 chains, CUR8 provides creators, collectors, and asset issuers with powerful tools for organization, visualization, and monetization. CUR8 is building the future of digital ownership. Welcome home.