Guy Trichter

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ABOUT ME

AI-driven technologist and product leader with 10+ years of expertise in machine learning, data engineering, scalable backend systems, smart contracts, and blockchain infrastructure. I specialize in **owning** the full product lifecycle - from business alignment and stakeholder communication to architecture, implementation, and seamless global production delivery.

At Citi, I designed and implemented CTS for Cash, an enterprise-grade tokenization framework built in Solidity that digitizes cash, promissory obligations, inter-branch transfers, and on-chain loans within a unified architecture. I authored the smart contracts and led cross-functional teams across development, testing, and production support worldwide, ensuring a flawless production launch. Today, CTS for Cash powers billions of dollars in transactions through 24/7 liquidity and instant global transfers, and was awarded the American Banker Innovation of the Year Award (2025) as Citi's flagship blockchain product.

In my spare time, I built a decentralized affiliate platform on the TON blockchain using Tact Lang with full-stack implementation (scalable smart contracts, front end, back end, security, testing) and Telegram bot integration - driven by my interest in asynchronous blockchains.

PROFESSIONAL EXPERIENCE

Citi – Tel Aviv Innovation Lab
2017 – Present

VP, Blockchain & Tokenization Strategy
2022 – Present

- Led product strategy for Citi's tokenization initiatives, shaping the vision for Citi's assets' tokenization.

- Developed various advanced smart contracts (escrow contracts, on-chain loans, digital cash, inter-branch transfers, atomic swaps).

- Led product management and delivery of Citi's Private Digital Assets Platform, built on Hyperledger Besu.

- Acted as tech lead; Initiated and led weekly knowledge-sharing sessions, where team members created presentations and delivered hour-long talks

AI Researcher – Recommender Systems
2018 – 2022

- Led full-stack R&D of an enterprise-scale recommendation engine.

- Built, trained, and deployed ML models - content based filtering, collaborative filtering (user and item based) .

Senior Data Engineer
2017 – 2018

- Developed real-time ML pipelines using SparkML for critical decision systems.

- Designed scalable backend data services integrated with Hadoop-native systems.

Feedvisor
2015 – 2017 | Big Data & Senior Software Engineer

- Built backend services for an algorithmic repricing engine (SaaS for Amazon sellers).

- Optimized system throughput and real-time pricing algorithms using distributed computation frameworks.

TopSpin Security (acquired by Fidelis)
2013 – 2015 | Software Engineer

- Engineered backend systems for early detection of APTs using advanced pattern recognition and traffic analysis.

Nice Systems
2012 – 2013 | Build Manager (Student Role)

- Supported DevOps initiatives with CI/CD pipelines and version control automation.

EDUCATION

B.Sc. in Computer Science
Interdisciplinary Center (IDC), Herzliya
2010 – 2013

MILITARY SERVICE

IDF – Moran Unit
2005 – 2008 | Sergeant

- Led a team of 30 in operational environments.

GENERAL

- **Citizenship**: Israeli, American

- **Languages**: Fluent in Hebrew and English