**Media Contacts**

Cristi Murray

678.781.7209 (o)

650.339.2132 (m)

cristi@williammills.com

Maggie Wise

678.781.7229 (o)

404.408.8608 (m)

maggie@williammills.com

**SRM Announces Cryptocurrency Consulting for Financial Institutions**

*Consultants to provide education on cryptocurrency and strategic guidance on adopting these technologies*

**MEMPHIS, Tenn., Nov. 9, 2021** – SRM (Strategic Resource Management), an independent advisory firm serving financial institutions across the US and in Europe, announced its new cryptocurrency consulting offering. [This addition to the firm’s advisory services](https://info.srmcorp.com/hubfs/Executive%20Summaries/SRM-Crypto-ExecutiveSummary-Fall2021.pdf) will deliver education on cryptocurrency, support product development and vendor selection for financial institutions integrating these technologies, and consult on key compliance considerations.

According to [Gemini](https://www.gemini.com/state-of-us-crypto), more than 20% of people with investable assets have invested in cryptocurrency, and this number is expected to grow. These investors typically utilize a cryptocurrency exchange; however, and of extreme importance for banks and credit unions, research shows that more than 60% would prefer to trade with their trusted financial institution.

SRM’s cryptocurrency consulting offering will provide its financial institution clients with guidance and support in this new frontier. These services will range from providing basic education around this sector to assisting with strategy development, vendor selection, and implementation. Over the past year, SRM has developed considerable expertise in this space. In spring 2021, the company launched its Crypto University, a weekly symposium highlighting breaking news, hosting guest speakers from leading industry experts, and providing a format for the industry to learn about cryptocurrency and Decentralized Finance (DeFi) at an accelerated pace. Guests have included leaders and experts from [NYDIG](https://protect-us.mimecast.com/s/kYvNC31j8YHpGA4DsgAU4t?domain=nydig.com/), [Fireblocks](https://protect-us.mimecast.com/s/k0JAC4xkZWsBm084HxRpC5?domain=fireblocks.com/), [FIS](https://protect-us.mimecast.com/s/Hqp4C5ylZAFZxjlkUy8e8i?domain=fisglobal.com/), [Fiserv](https://protect-us.mimecast.com/s/Bi7WC68m1Yhr1OWLi5FWUB?domain=fiserv.com), [Bitcoin Depot](https://protect-us.mimecast.com/s/iN4BC73nZDcAQpRGSqeXRK?domain=bitcoindepot.com/), and upcoming invitees [Coinbase](https://protect-us.mimecast.com/s/sTi3C82oZXI6zvkNiwOG9h?domain=coinbase.com/) and [CipherTrace](https://protect-us.mimecast.com/s/NDqXC9rpZ3ckM3O4f06x4y?domain=ciphertrace.com/). “Cryptocurrency, blockchain, and Decentralized Finance are now major industry drivers. It’s crucial for financial institutions to fully understand the opportunities, risks, and rewards of getting involved with these technologies so they can develop and execute their cryptocurrency strategy,” said Larry Pruss, senior vice president, SRM.

“We see the use of cryptocurrency in financial services falling into three categories: efficiency, transparency, and accessibility,” Pruss added. “By offering a cryptocurrency consulting service, we’re able to provide banks and credit unions with the guidance and support they need so they can stay relevant and keep up with customers’ evolving expectations and needs.”

**About SRM**

SRM (Strategic Resource Management) has helped more than 1,000 financial institutions add $5+ billion of value to their bottom line in critical areas such as payments, digital transformation, core processing, artificial intelligence, and operational efficiency. SRM’s decades of experience have lowered costs, grown revenues, increased productivity, expanded customer satisfaction, and provided a competitive edge for clients in an environment of constant and accelerating change. Visit [www.srmcorp.com](file:///C%3A/Users/ndougherty/Downloads/www.srmcorp.com) for more information and follow us on [LinkedIn](https://www.linkedin.com/company/strategic-resource-management-srm-/) and [Twitter](https://twitter.com/SRMCorp) for timely and relevant insights.