

# EDRIZIO DE LA CRUZ

Arcus (formerly Regalii)

Co-Founded with Juan Maldonado

2012 Global Fellow



## BIG BOLD IDEA

Unlock millions of dollars in support for families in Latin America by replacing traditional remittances with SMS e-gift cards for local retails.

## ORGANIZATION OVERVIEW

Arcus is a B2B fintech company providing a better way for people to manage, strengthen, and secure their personal financial health. Arcus achieves this by working with over 40 financial institutions that trust Arcus to help their customers put their personal financial life on autopilot while eliminating late fees and financial stress.

## PERSONAL BIO

Edrizio De La Cruz is the CEO and co-founder of Arcus, a B2B fintech company making financial institutions the hub of their customers' entire financial lives. Arcus provides institutions with new solutions that drive customer retention and top-of-wallet position, while providing consumers with a seamless and enjoyable way to manage and improve their personal financial health. De La Cruz launched Arcus in Y Combinator in 2013 after graduating from Wharton. Prior to Wharton, he was an Investment Banking Analyst at JP Morgan. He immigrated to New York City at age 11 from the Dominican Republic and has been working ever since.

### Organization/Fellow Location

Miami, United States

### Impact Location

Global

### Organization Structure

Hybrid

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