

RPM Appoints Web3 Expert Steve Whyman To Lead On Blockchain Strategy

Former Fidelity International And Crypto Thought Leader Named As Director Of Web3 & Crypto

LONDON, UNITED KINGDOM, January 13, 2026 /EINPresswire.com/ -- RPM the specialist in retail and online betting and gaming, has announced that it has bolstered its digital markets capabilities with the appointment of Steve Whyman as Director of Web3 & Crypto.

Whyman joins RPM with a mandate to shape the credible adoption of blockchain technology within the global gaming industry, and will assist partners with a unique, high-level consultancy service that helps deliver faster routes to market using decentralised offerings and tokens.

This appointment internalises Steve Whyman's institutional pedigree, having spent 25 years in senior trading and leadership roles with industry giants including Amundi, Aviva, and BlackRock, while he most recently served as Head of Debt Capital Markets at Fidelity International where he oversaw the \$90bn fixed income primary markets portfolio and led the tokenisation of the firm's money market fund.



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With the added, potent combination of Web3 experience as founder and CEO at Fulminata Solutions, a digital capital markets boutique working with Layer-1 blockchains and prominent stablecoins, Whyman is well-positioned to translate digital finance innovations into practical gaming applications for RPM partners.

During his time at Fulminata Solutions, Whyman has established himself as a thought leader in the Web3 space

with specific expertise in the Solana ecosystem. He currently serves as a Strategic Advisor to KEEL.FI, the largest allocator on Solana, and his new role will see this knowhow utilised to provide the gaming sector with a more seamless path to new business models, improved transparency, and new sustainable growth opportunities.



Richard Thorp, Founder at RPM, said:

“Appointing Steve is a landmark moment for us as we take a major step forward in delivering on Web3’s promise. His background is exceptional. Blending the rigour of institutional finance and a first-rate, hands-on understanding of decentralised markets, we’re hugely confident that our partners will be able to reap the benefits of his expertise in bridging to new product and market opportunities in the space.”

Steve Whyman, RPM’s new Director of Web3 and Crypto, added: “I’m thrilled to join RPM at a pivotal time as the gaming industry moves beyond speculative Web3 trends towards implementing genuine utility. My focus will be on delivering major new value opportunities to clients in digital finance through consulting on various product improvements, such as instant settlement opportunities, smoother payment rails or executing on innovative, tokenised growth models.

“By fostering partnerships between RPM, our clients, and the leading, high-performance Layer-1 blockchains, we have a massive opportunity to build igaming-led systems that improve transparency, operational efficiency, and, critically, improve the bottom line, and working alongside Rich and the team, we’re in a strong position to genuinely lead Web3 gaming innovation from the front.”

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About RPM:

The specialists in retail and online betting and gaming, RPM understands the operator and the customer. We deploy tailored systems that meet demands and regulatory requirements, as well as providing solutions across Asia, Latin America, Africa, and Europe. For more info, go to rpmgaming.com.

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