

Ex-Exchange CMO Jukka Blomberg Is Rebuilding Crypto Marketing Around AI — So Teams Spend on Growth, Not Bureaucracy

Ex-exchange CMO says AI can automate first-pass marketing-compliance review; NorthPoint publishes free rule-cited checks for MiCA, FCA, SEC, MAS, VARA & GDPR.

HELSINKI, FINLAND, August 14, 2026 /EINPresswire.com/ -- Six weeks into full enforcement of the EU's Markets in Crypto-Assets Regulation (MiCA), most of the industry's attention is on licences. [Jukka Blomberg](#) — former Chief Marketing Officer of two international crypto exchanges and author of *Crypto Curious?* — argues the quieter exposure is the marketing itself, and that AI has changed the economics of dealing with it.

His Helsinki-based firm, [NorthPoint](#) (NorthPoint Marketing Solutions Oy), applies AI across the routine layer of marketing-compliance work — screening copy, landing pages, ads and social posts against the specific rulebooks that govern them, with every flag citing the actual rule. The firm publishes a suite of free, no-login compliance checks covering MiCA, FCA, SEC, MAS, VARA and GDPR, including its flagship [MiCA marketing check](#), which reads pasted marketing copy against MiCA's requirements — such as Article 88's obligation that marketing be fair, clear and not misleading — and returns a rule-cited verdict in about a minute.

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Jukka Blomberg, founder of NorthPoint



Crypto marketing compliance, rebuilt around AI

Automate the routine review layer — so teams spend on growth, not bureaucracy.

JUKKA BLOMBERG — Founder, NorthPoint
Ex-CMO of two international crypto exchanges · Author of *Crypto Curious?*
Free MiCA · FCA · SEC · MAS · VARA · GDPR marketing checks

[northpoint.fi](#) · [jukkablomberg.com](#) General information, not legal advice.

Jukka Blomberg, founder of NorthPoint and ex-CMO of two international crypto exchanges, is rebuilding crypto marketing compliance around AI — with free rule-cited checks for MiCA, FCA, SEC, MAS, VARA and GDPR.

"Compliance costs have become a tax on crypto marketing — every campaign waits on a review

queue, and the review is mostly pattern-matching against rulebooks that don't change week to week," said Bloomberg. "That routine layer is exactly what AI does well. In my experience running marketing at two international exchanges, the bulk of first-pass compliance review can be automated at a small fraction of its traditional cost — the expensive human judgement then goes only where it's actually needed. The point isn't to spend less on compliance. It's to stop compliance from being the reason good teams ship slowly."



NorthPoint (NorthPoint Marketing Solutions Oy) — Helsinki-based crypto marketing and compliance firm

The stakes of getting it wrong have risen sharply. MiCA's transitional period ended on 1 July 2026, with EU authorities directing unauthorised firms to stop marketing to EU customers; penalties for non-compliance can reach €5 million or 3% of annual turnover. Bloomberg's position is that firms which treat compliance as an AI-assisted operating discipline — rather than a bottleneck or an afterthought — will out-ship competitors while carrying less regulatory risk.

Bloomberg spent 15+ years in international marketing leadership, including 5+ years in crypto, building and scaling 30+ person teams and acquiring millions of users. He writes on crypto marketing, regulation and AI-native company building at jukkablomberg.com.

About NorthPoint

NorthPoint (NorthPoint Marketing Solutions Oy) is a Helsinki-based crypto marketing firm led by Jukka Bloomberg. It delivers senior, AI-leveraged marketing leadership as a product — a fractional CMO service, an AI Crypto CMO subscription, and a 90-day CMO Operating System install — and publishes free, operator-grade compliance checks for crypto marketing across MiCA, FCA, SEC, MAS, VARA and GDPR.

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Free MiCA check: <https://northpoint.fi/check/mica>

About Jukka Bloomberg

Jukka Bloomberg is a Helsinki-based marketing executive, former CMO of two international crypto exchanges, and author of *Crypto Curious?*. He is the founder of NorthPoint, where he combines senior operator experience with AI-leveraged execution for crypto and fintech marketing teams.

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