



**Roberto Lee**  
Founder & CEO – Avenue

He began his financial career at Patagon.com in 1998, where he was active until 2002, afterwards joining Ágora Corretora. In both companies Lee held various roles in clearing and custody operations. In 2005 he founded Wintrade Investimentos, one of the pioneers in the online retail investments in Brazil, acting as Product and Marketing Director. In 2010, he sold his stake in Wintrade to found and become the CEO of Clear Corretora, which quickly became one of the leading online brokers in Brazil. In 2014, after the merger between Clear and XP Investimentos, where he executed the roles of CIO and CMO of XP Investimentos, where he remained until 2017. During this period, he led major advertising and technology projects, contributing significantly to the group's growth. Roberto Lee is currently founder and CEO of Avenue.