# US sees rise in cryptocurrency interest with new leadership appointments



In a notable shift within the United States, interest in cryptocurrency is experiencing a significant upswing, largely attributed to new leadership appointments in key federal agencies. This trend is generating excitement reminiscent of a "space race," according to Ari Redbord, head of legal and government affairs at TRM Labs. Speaking on CNBC’s Squawk Box on January 6, Redbord expressed that these recent changes have the potential to position the US as a leader in the global digital asset landscape.

Redbord explained, "The people are the policy," referring to the recent nominations of Paul Atkins as Chair of the Securities and Exchange Commission, Scott Bessent as Treasury Secretary, and David Sacks as the White House's designated "crypto czar". He articulated that these appointments exhibit a robust commitment to fostering innovation within the realms of digital currencies and artificial intelligence (AI). "We’re seeing people up and down the Cabinet who have been supportive of digital assets, innovation, and AI," he noted.

The implications of these developments extend beyond mere financial investments. Redbord highlighted an increasing incorporation of blockchain technology into everyday financial transactions. He cited prominent companies such as Stripe and Cash App as illustrative of the growing utilisation of stablecoins for payments on a large scale.

The trend indicates a redefinition of Bitcoin's role; traditionally viewed as an investment asset or a means of store of value, it is now being increasingly recognised for its utility in facilitating cross-border payments, remittances, and everyday purchases. The ongoing evolution in this sector suggests that businesses may soon embrace new operational paradigms driven by these technological advancements, leading to substantial shifts in business practices across various industries.

As the landscape of cryptocurrency and AI continues to develop under the influence of supportive leadership, stakeholders in the financial and tech sectors will be closely observing these transformations that promise to reshape the future of commerce and digital transactions.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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3. <https://medillonthehill.medill.northwestern.edu/2024/12/paul-atkins-nomination-to-sec-could-carve-a-future-for-crypto-regulation/> - Details Atkins' background, including his role at Token Alliance and his previous tenure at the SEC, which aligns with the commitment to digital assets.
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