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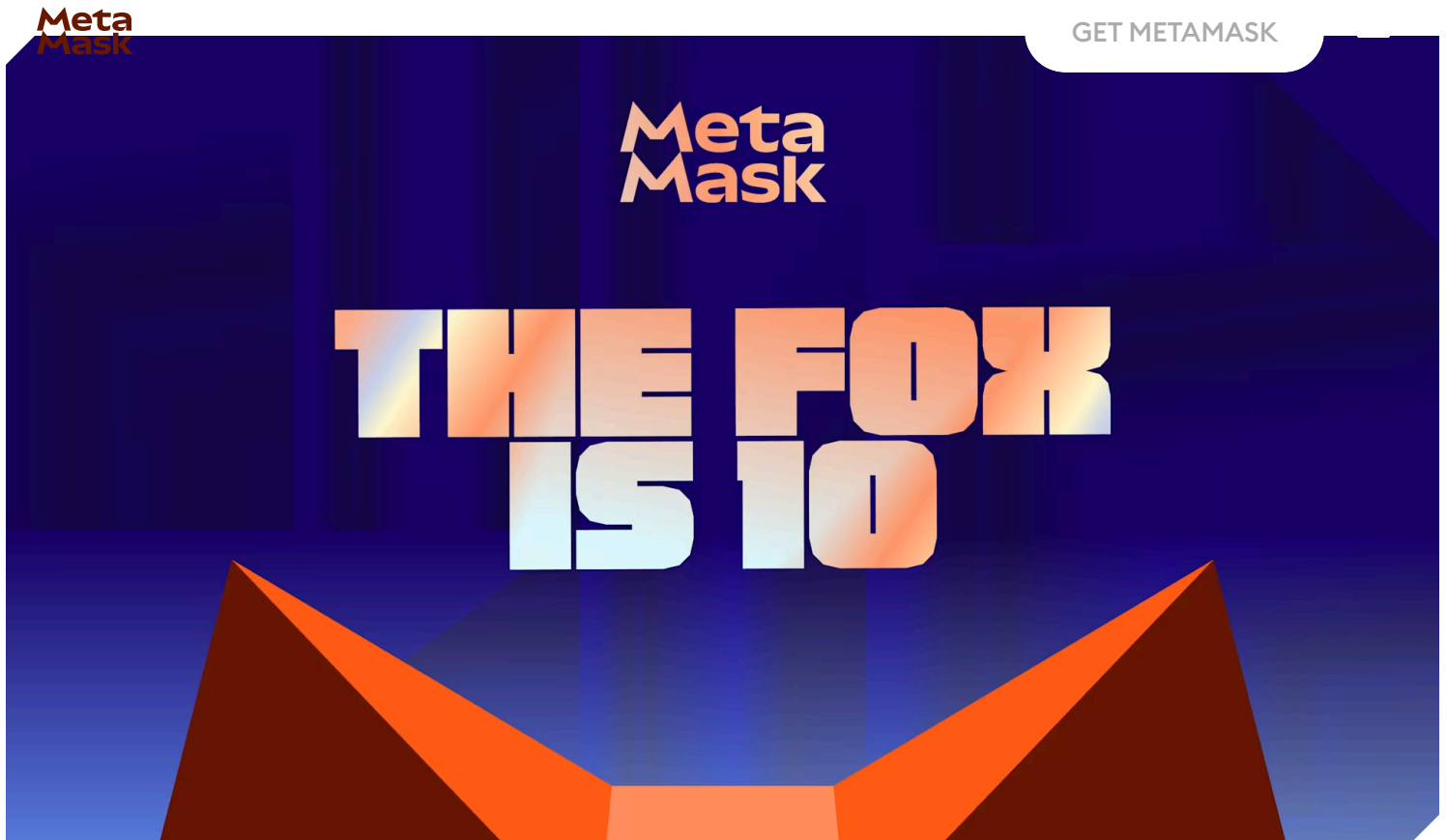
MetaMask marks 10 years as the wallet that made self-custody mainstream, now building the open money platform

MetaMask celebrates 10 years as the world's leading self-custodial crypto wallet, names Gal Eldar as CPO, and unveils its Open Money vision for finance.

**MetaMask**

🕒 6 minutes

📅 July 14, 2026



Fort Worth, Texas, USA – July 14, 2026 – [MetaMask](#), the world's leading self-custodial crypto wallet, developed by [Consensys](#), today marks its tenth anniversary. Founded in 2016 by Kumavis and Dan Finlay, MetaMask began as one of the first self-custodial Ethereum browser wallets and later expanded to support Bitcoin, Solana, and hundreds of blockchain networks.

In the decade since, it has grown into one of the world's largest consumer platforms for onchain finance, with more than 100 million downloads and trillions of dollars in cumulative transaction volume. Global by default, it is available in approximately 190 countries. That scale and reach now form the foundation for its next phase of growth, expanding beyond the wallet to bring more of users' financial lives onchain.

MetaMask's evolution from wallet to financial platform reflects a broader shift underway across global finance. Stablecoins, the connective tissue for how everyday value moves across public blockchains, have more than doubled in supply over the past three years, surpassing [\\$300 billion](#) in 2026. Money itself now lives onchain, and consumers increasingly expect to save, spend and invest there as easily as they trade.

MetaMask calls this next phase Open Money: its vision for a financial system that works the way the internet does, money that people hold and control directly, that moves across borders

as easily as information, and that earns for its owners. The company is building the single **MetaMask** consumer platform where that happens, bringing payments, savings, **GET METAMASK** assets together in one seamless experience.

Gal Eldar to lead MetaMask's product vision

As it enters its next chapter, MetaMask announced that Gal Eldar has been appointed Chief Product Officer. Eldar will lead MetaMask's product strategy as it expands beyond the wallet into a broader platform for everyday finance.

Eldar brings extensive experience across MetaMask and the wider onchain ecosystem. In his previous leadership roles at MetaMask, he led the teams responsible for expanding what users can do with their assets, delivering fiat on-ramps to bring money onto blockchain rails, [MetaMask Swaps](#) and [Bridges](#) to trade assets across networks, [Smart Transactions](#) to protect transactions from harmful MEV, [Stablecoin Earn](#) to put idle assets to work, and the [MetaMask Card](#) to spend in the real world, among other products. Most recently, the teams he led launched [Perps](#), [Prediction Markets](#), and [Money Account](#).

Eldar joined Consensys in 2020 as part of its acquisition of Fluidity, where he led product. Working at the frontier of blockchain technology, he helped bring some of the technology's earliest use cases to life, including AirSwap, the first MEV-resistant onchain RFQ protocol, and [some of the first tokenized real-world assets and securities onchain](#). He also contributed to early systems for bringing real-world collateral into decentralized credit. He brings more than a decade of experience building self-custodial consumer products spanning trading, payments, tokenized assets, and decentralized finance.

Joe Lubin, Co-Founder of Ethereum and Founder and CEO of Consensys said:

"MetaMask spent its first decade redefining what it means to control your own money, helping millions of people access the onchain economy directly and permissionlessly. The next chapter is Open Money, how money works on the internet. Today's financial system carries an invisible tax, with intermediaries at every step adding cost without adding value. We're building the alternative: one platform where anyone, anywhere can manage their money entirely on their own terms. We built the rails. Now we're rebuilding finance on top of them."

Gal Eldar, Chief Product Officer at MetaMask, said:

"People don't think about wallets or blockchains. They think about what they want to do with their money. And where you're born shouldn't decide what you can do with the money you

earn. That's the idea MetaMask was built on, and it's what the next ten years are about. **MetaMask** the technology invisible so that whether someone wants to see **GET METAMASK** access digital assets, it just works. Success won't be measured by how many people use blockchain. It will be measured by how many people benefit from it without ever having to think about the technology underneath."

Ten years of trust and what comes next

In 2025 alone, MetaMask's protections blocked more than 6.5 million malicious website visits and prevented nearly 150,000 malicious transactions, helping users avoid over \$500 million in losses. As blockchain technology has evolved from early experimentation toward mainstream financial services, MetaMask has continuously strengthened the protections embedded in the platform. Today, built-in security alerts, frontrun protection, real-time threat monitoring and regular independent security audits help protect users at every stage of their onchain journey, and that security is why millions of users have trusted MetaMask to navigate the decentralized economy for the past ten years. That commitment becomes even more important as the platform expands beyond the wallet into a broader consumer financial platform. MetaMask is also building for the next frontier with its new [Agent Wallet](#), which gives AI agents full DeFi access with default security on every transaction. Consumers will only embrace the next generation of financial services if they trust the platforms that power them. MetaMask's next chapter is built on the belief that the future of consumer finance must be not only more open and more accessible, but fundamentally more secure.

Celebrating a decade onchain

As part of its anniversary celebration, MetaMask released a [new feature](#) in its app that lets users look back at their onchain history. The experience builds a story around their journey and ends with an Onchain Persona Card, assigning each user a custom class and level.

For media inquiries

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About Consensys

Consensys is the leading Ethereum software company and the developer of MetaMask, the world's most widely used self-custodial wallet and the primary consumer gateway to the

onchain economy. MetaMask gives people direct control over their money, their assets, and their financial future. It enables tens of millions of users across appo [GET METAMASK](#) as to buy, send, swap, save, earn, and spend across both crypto and traditional assets. Founded by Ethereum co-founder Joseph Lubin, Consensys has played a foundational role in Ethereum's growth since 2014. Today the company sits at the center of the onchain economy, where consumer demand, developer activity, and open financial infrastructure converge.

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