

## PROFILE

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Tech entrepreneur and experienced product leader with a passion for innovation and user-centered design. Skilled in identifying market opportunities, creating product strategies, and leading cross-functional teams to deliver successful products. Strong understanding of blockchain technology, infrastructure, NFT & DeFi ecosystem. My background includes experience in both start-ups and large corporations, and I am skilled at managing projects and driving product adoption.

## KEY COMPETENCIES

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- Public speaker, and industry thought leader.
- Expert in developing comprehensive product strategies and roadmaps.
- Proficient in product positioning, pricing, and crafting effective go-to-market strategies.
- Deep understanding of Web3 and DeFi protocols, including lending, borrowing, and trading platforms.
- Expertise in tokenomics, including issuance schedules, and token holder governance.
- Proficient in analyzing market trends and user feedback to drive strategic product development.

## PROFESSIONAL EXPERIENCE

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**Menyala (Venture builder founded by Temasek)**

**Jan'2024 - Present**

**Product Consultant/Advisor (Blink AI) <https://www.blinklabs.ai/>**

I provide product guidance on the platform's development, ensuring adherence to industry standards and best practices. I assist in defining product requirements, prioritizing key features, and aligning with strategic partners. My primary focus is to differentiate the product using strategic insights, distinguishing it in the AI and Web3 markets.

**HyperLaunch - <https://hyperlaunch.live>**

**Aug'2022 - Present**

**Founder**

Building a decentralized cross-chain ecosystem of applications- NFT Launchpad, Marketplace & Wallet.

- Launched a 2,000-unit supply NFT collection project on the Solana blockchain, achieving a market capitalization of \$200k and attracting over 600 holders with more than \$0.5m in total volume traded.
- Acquired Solana's first NFT Marketplace on Solana Blockchain (<https://alpha.art>)
- Developed and implemented an automated NFT launchpad that has launched over 13 NFT collections and helped NFT founders raise \$0.4m with over 32,000 NFTs minted.

## PROFESSIONAL EXPERIENCE

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### **Concave Finance (Ethereum) - AMM DeFi Protocol**

**Nov'2021 - Jan'2022**

#### **NFT Lead Developer, Policy & Tokenomist**

Defi investment organization that aims to bring value to investors through the development of innovative DeFi products, automated compounded yeild and treasury management.

- Led the development efforts for the launch of a 10,000-unit NFT supply collection for the project.
- Assisted in creating the tokenomics structure with community & policy teams to establish methods for liquid staking, bonding, and automated investment strategies.

### **Badass Water Inc.**

**Nov'2020 - Mar'2022**

#### **Founder & CEO**

Built CPG water brand with trackable & sustainable supply chain through blockchain technology.

- Implemented manufacturing contracts for water and canning in various countries including Canada, Bosnia, Ukraine, and Austria to source high-quality mineral-enriched water.
- Recieved grants from Polygon and built POC with other blockchain companies for inventory and waste tracking.
- Officially launched in April 2021, achieving \$10k Monthly Recurring Revenue (MRR).
- Achieved 35% repeat customer rate.
- Named official water partner of TED conference for 2021.

### **Vodafone UK**

**Sep'2018 - Jul'2020**

#### **Head of Product - AI & Innovation**

The key focus of this role was to significantly improve Vodafone's digital offerings by reducing customer interactions, boosting revenue, and identifying new business opportunities through the implementation of innovative technologies such as natural language IVR, biometrics, AI, blockchain, and cloud architecture.

- Developed and launched 3 AI products for sales and services that resulted in a 100% increase in conversion rate compared to the website, and a 50% reduction in transaction time compared to traditional checkout methods. These products also received a usability score of 90/100.

### **Vodafone UK**

**Sep'2016 - Sep'2018**

#### **Senior Product Manage - AI**

- Implemented AI technology at Vodafone through the launch of the TOBichatbot
- Contributed to a six-figure increase in revenue for the sales product within 8 months of its initial launch.
- Set the standard for automation, release cycles, and A/B testing for other teams within the company.
- Received 6 awards for the AI products launched, including the Campaign Tech and UKIT awards for best use of AI.

## **Vodafone UK**

**Feb'2012 - Aug'2016**

### **UX Lead**

Responsible for user journeys across Account Management and My Vodafone App (iOS/Android/Windows). Lead the UX in delivery of My Vodafone app for brand aligned design systems across 22 markets and 460 million customers.

## **EDUCATION**

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### **Lancaster University**

**2010- 2011**

**Masters of Business Administration (MBA)**

### **Fashion Institute of Design & Merchandising**

**2006 - 2007**

**Post Graduate Degree in Fashion Merchandising**

### **Nottingham Trent University**

**2001 - 2004**

**B.A. (Hons.) Fashion Merchandising & Production Management**

## **SPEAKING ENGAGEMENTS**

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### **UX CRUNCH**

**Nov'15 2018**

The UX Crunch Meets BCG Digital Ventures: The Future of Design

### **ADVANCED ARTIFICIAL INTELLIGENCE AND RPA**

**Oct'09 2018**

Learn impact of new technologies and latest developments in Robotic Process Automation(RPA), Artificial Intelligence (AI) and Machine Learning (ML)

### **EUROPEAN BUSINESS AI AND ROBOTICS**

**Oct'23 2018**

Visionary and strategic insights into how AI is transforming the world of work.

### **FUTURE BLOCKCHAIN SUMMIT 2018**

**May'05 2018**

Future Blockchain Summit is the world's global gathering of the blockchain ecosystem across two days and hosted by Smart Dubai.