



ANASTASIA LUKACH

INTERNATIONAL BUSINESS DEVELOPMENT & CAPITAL
STRATEGY

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International business development executive with 10+ years across capital markets, marketing and cross-border partnerships. Raised **\$1.1M in institutional capital**, executed **\$60M+ in transaction volume** and built a **\$350M+ deal pipeline**. Managed **\$2M+ in marketing and partnerships budgets** with full P&L ownership across paid acquisition, branding, events and community growth — scaling audiences from 5K to **120K+ participants**. Maintained relationships with **20+ family offices** and **30+ private investors** across EMEA & APAC. Lived and worked across **40+ countries** with deep operational networks in EU, CIS, Asia and the Middle East. Native-level English, Ukrainian and Russian.

CORE COMPETENCIES

International Business Development	Capital Formation & Investor Relations	Go-to-Market Strategy & Branding
Strategic Partnerships (EU/MENA/APAC)	Marketing Strategy & P&L Management	Event Production & Speaker Curation
Cross-Border Structuring & Compliance	Tokenization & Digital Securities	Deal Sourcing & Due Diligence

PROFESSIONAL EXPERIENCE

Partner — Ironcore Partners

Sep 2025 – Present

Corporate Finance & Investment Advisory · Dubai

- Co-founded boutique advisory firm with Mark Pui (venture investor) focused on sell-side M&A, capital solutions and fund advisory for technology companies.
- Sourcing proprietary deal pipeline across fintech, robotics and IT ventures (**\$2–10M ticket sizes**) in UAE, US and EU markets; managing investor presentations and relationship coverage.
- Conducted strategic advisory for two companies (combined **~\$350–400M EV**): valuation analysis, buyer mapping, outreach and positioning; mandates paused pending market conditions.
- Advising family offices on allocation strategy, operational structuring and manager selection; expanding LP network across EMEA & APAC.

Chief Executive Officer

Jun 2024 – Aug 2025

Marsbase — Secondary Markets & Tokenization Platform

- Led capital strategy, marketing, revenue operations and product for a secondary-markets platform facilitating OTC transactions in pre-listing securities and tokenized assets.
- Executed **\$60M+ in transaction volume** across 70+ deals; managed positions delivering **2–3x returns** within 60-day holding periods.
- Raised **\$1.1M** from angel investors and institutional backers; led full fundraising process from outreach through close.
- Built and launched **tokenization platform + white-label solution** enabling issuers to raise capital via tokenized equity and revenue instruments; generated **\$350M+ deal pipeline**.
- Owned end-to-end marketing: brand positioning, content strategy, investor communications and quarterly reporting. Designed and executed go-to-market for platform launch.
- Built internal capital operating system: deal evaluation models, counterparty CRM, pricing frameworks and investor reporting.

Previously CBDO (Feb – Jun 2024)

Founder & Managing Partner — 99blocks

2023 – 2024

Marketing Agency, Venture Builder & Capital Advisory

- Founded and operated a marketing and growth agency serving technology startups; delivered branding, go-to-market strategy, paid acquisition and partnership development for **30+ clients** globally.
- Managed **\$2M+ in client marketing and partnerships budgets** across paid channels, content, community-building and event activations with full P&L ownership.
- Advised founders on fundraising architecture (equity/token/SAFT), investor materials and capital-raising strategy; facilitated LP introductions for funding rounds.
- Reviewed **130+ companies** across fintech, asset management and technology; conducted due diligence and prepared investment-grade materials for institutional allocators.

Senior Manager, Investor Relations & Business Development

Sep 2021 – Sep 2023

Yellow Network & Yellow Capital · Trading Infrastructure & Investment Platform

- Contributed directly to the company's **\$10M fundraise**: developed 5–10 investor and partner decks, designed outreach strategy, and expanded the institutional investor pipeline.
- Led marketing strategy, brand development and event-driven investor acquisition; scaled community from 5K to **120K+ active participants**.

- Sourced investment opportunities for Yellow Capital's portfolio; managed team of 5 plus external agencies; owned **\$200K+ annual growth and partnerships budget** with full P&L accountability.

Business Development, Marketing & Investor Relations

2017 – 2022

Rock-West & Tempo (Global Payments) · Hexn.io (Asset Management) · Bazylev Capital (Hedge Fund)

- Rock-West / Tempo:** Led product marketing, investor relations and partnership development for a global payments and fintech group; facilitated LP network growth across institutional and HNW channels.
- Hexn.io:** Drove marketing, LP network expansion and asset management strategy for a digital-asset investment platform; scaled user base to **5,000+ active accounts**.
- Bazylev Capital:** Managed LP relationships, investor communications and brand presence for a boutique hedge fund serving UHNW clients.

INTERNATIONAL NETWORK & REACH

- 40+ countries:** Lived and worked across Europe, CIS, Middle East, South-East Asia, East Asia and the Americas — deep understanding of regional business cultures, regulatory environments and commercial dynamics.
- Family offices (20+):** Gulf-based new wealth, CIS and European family offices (\$15–500M AUM) — seeking liquid strategies, technology and venture exposure.
- Private investors (30+ HNWIs):** Across CIS, Europe and the Gulf region — active in co-investments, direct deals and fund allocations.
- Investor & business network (1,000+):** Capital connectors, corporate partners, intermediaries and institutional contacts with active deal interest across EMEA, APAC and US.
- Intermediaries:** M&A counsel, accelerators, VC funds, tourism and hospitality operators, government and trade-body contacts across multiple jurisdictions.

SELECTED TRANSACTIONS & PROJECTS

Project	Type	Scale	Role
Cross-chain interoperability protocol	Secondary market transaction	\$1.2B → \$3B+ exit	Origination & execution
Layer-2 execution platform	Secondary market transaction	\$1B → \$2B+ exit	Origination & execution
Digital-economy data platform	Sell-side M&A advisory	~\$300M+ EV	Valuation & buyer outreach
Tokenization platform launch	Product & GTM	\$350M+ pipeline	CEO — product, marketing & BD
Community scaling (Yellow Network)	Marketing & growth	5K → 120K+ users	Strategy & execution lead

EDUCATION

MSc, Economics-Cybernetics

2020 – 2021

National Technical University of Ukraine — Kyiv Polytechnic Institute

BSc, Financial Programming

2016 – 2020

National Technical University of Ukraine — Kyiv Polytechnic Institute

Additional: LVL80 Digital Marketing Program · Intro to DeFi (University of Nicosia)

SELECTED HIGHLIGHTS

- In international business since 2014** — spanning capital markets, marketing, venture, events and cross-border partnerships.
- Co-host, Tech Tuesday (Dubai)** — weekly event with 200+ tech, investor and government attendees. Regular speaker on business strategy, capital formation and emerging markets at events across EMEA.
- Host, Venture Protocol Podcast** — interviewing principals from venture funds, family offices, PE firms and industry leaders on investment and business strategy.
- Global events experience** — produced, co-hosted and spoken at investor summits, industry conferences and networking events across 15+ countries; experienced in speaker curation, sponsor acquisition and event-to-deal conversion.

ADDITIONAL INFORMATION

Languages: English (fluent), Ukrainian (native), Russian (native)

Mobility: Based in Dubai — extensive travel experience across 40+ countries; comfortable with regular international travel for business development, events and partner coverage