

# Brandon Crenshaw

## Business Developer

12561 S Major Ave  
Palos Heights, IL 60463  
+1 630-743-1053  
itsbrandon@crenshaw.enterprises  
@brandononchain - All Social Channels

### SUMMARY

Dynamic and innovative professional with extensive experience in business development, sales, consultancy, emerging technologies, and the financial markets. Proven track record in cultivating strategic relationships, driving growth, and managing complex projects in technology and financial services. Passionate about the future of finance and Web3, with a keen interest in crypto and blockchain technologies, or anything Fintech. Excels in fast-paced, evolving environments, demonstrating exceptional communication skills and a results-driven approach.

### SKILLS

Core Competencies	Technical Skills	Interpersonal Skills
Strategic Planning	Blockchain & Web3	Effective Communication
Business Development	Crypto Knowledge	Relationship Building
Market Analysis	Smart Contracts (Solidity)	Team Leadership
Partnership Cultivation	DeFi (Decentralized Finance)	Adaptability
Innovation Management	Project Management	Customer Relationship

## EXPERIENCE

### **Rizza Cadillac, Tinley Park IL** - *Sales Manager*

Sep 2019 - Dec 2023

In my sales role at Rizza Cadillac, I have demonstrated a unique blend of market acumen and customer-centric approach. My efforts have been central to driving sales growth, prospecting, and establishing a strong customer base, underpinned by my ability to adapt to the ever-changing market dynamics.

- Implemented effective sales strategies, increasing revenue and market share.
- Built and maintained customer relationships, ensuring satisfaction and loyalty.
- Adapted sales approaches to meet evolving market trends and consumer needs.
- Achieved and exceeded sales targets through excellent communication and adaptability.
- Analyzed market trends to inform sales strategies and business decisions.

### **Alta Lab, Dubai (Remote)** - *Chief Business Development Officer*

Aug 2022 - Present

My tenure at ALTA Lab has been marked by a deep engagement with the blockchain industry, where I have been instrumental in advancing the company's interests in the Web3 space. My leadership in blockchain acceleration programs has been a cornerstone of the company's growth and innovation in this sector.

- Drove initiatives in the blockchain industry, focusing on Web3 solutions.
- Spearheaded blockchain acceleration programs for mass adoption of DLT.
- Cultivated partnerships within the blockchain ecosystem.
- Oversaw development and implementation of blockchain solutions.
- Promoted integration and utilization of blockchain technology.

**Strategic Partnerships & Clients:** Polkadot, Polygon, NEAR, Sandbox, Tron, Toncoin, Kava, Earn Network, Huobi, LBank, Gate, & BitGet

## **Crenshaw Enterprises, Chicago IL - *Founder & Business Consultant***

Mar 2023 - Present

My entrepreneurial spirit and strategic insight have been the driving forces behind the firm's growth and success. I have played a pivotal role in shaping the company's direction, focusing on innovative business strategies and development to create a robust market presence.

- Established and grew a consulting firm, focusing on innovative business strategies and development.
- Identified and pursued new business opportunities, enhancing market presence and profitability.
- Built and maintained strategic partnerships, contributing to business growth and reputation.
- Provided valuable insights and solutions to clients, fostering a culture of innovation.
- Led strategic planning and project management, ensuring operational efficiency.

## **EDUCATION**

### **New Berlin High, New Berlin IL - *High School Diploma***

Aug 2009 - June 2013

### **Vocational Training, Springfield IL - *Certification***

Aug 2011 - June 2013

HVAC & Electrical

## **Other**

### **Media Mentions**

[TechTimes](#)

[NYWeekly](#)

[Forbes](#)

**Organization / Opportunist Club**

- Organized a private networking group to nurture connections, explore opportunities, seek fundraising, and share innovation & information

**Investor Pool Operation / PAMM**

- Formed a pool for investors in the Foreign Exchange Market, of which, is managed by me and a limited partner, utilizing advanced market analysis and artificial intelligence.