Brandon Crenshaw

Business Developer

Contact information

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Professional summary

Business Developer with 5 years of experience driving growth and innovation within technology and financial markets. Adept in strategic planning, business development, project management, and sales, with a proven track record in enhancing productivity and market presence. Skilled in CRM systems, blockchain technologies, and AI-driven solutions, committed to fostering strategic partnerships and leading high-impact projects.

Socials

Linkedin

Twitter

Telegram

My Website

Skills

Core Competencies: Strategic Planning, Strategic Partnerships, Business Development, Sales & Marketing, Project Management, Product Management, Developer Relations,Innovation Management

Interpersonal Skills: Team Leadership, Public Speaking, Investor and Public Relations, Effective Communication, Adaptability, Negotiation

Blockchain Technologies: Blockchain, Crypto, Smart Contracts, DeFi, Stablecoins, RWA, On/Off Ramp, Web3

AI and Machine Learning: AI and Machine Learning: Proficient with ChatGPT for prompt engineering and AI-driven solutions

AI Art and Design Tools: Experienced with Midjourney for creative projects and digital art generation

Software Proficiency: Python, UI/UX Design (Figma), Web Development (HTML5, CSS, WordPress, Webflow)

Project Management Tools: Trello, Scrum Methodologies

Development & Design Tools: Figma for UI/UX Design, Adobe Creative Suite

Other Technologies: CRM Systems, Docker, SQL, AWS, Google Cloud

Education

Project Management Certification

Google — Jan 2024 - Jul 2024

Completed Google's Project Management course through Coursera.

Employment history

Business Developer (Part Time)

IronKey Capital, Remote — Jun 2024

- Streamlined team workflows, enhancing productivity by 20% through effective management.
- Boosted team efficiency by 20% by optimizing workflow processes at IronKey Capital.
- Applied data-driven strategies to enhance business development tactics, leading to improved productivity.
- Pioneered innovative approaches to business development, significantly enhancing operational workflows.
- Fostered a collaborative team environment that led to a 20% productivity increase at IronKey Capital.
- Implemented new business development models to drive market expansion.
- Helped build automated workflows for Sales and Marketing
- Manages performance metrics of Sale Representatives
- Leading a Web3 Fundraising cohort for venture founders

Business Development Manager - Listings (Part Time)

BitMart, Remote — May 2024

- Surpassed listing targets by 20% through strategic client engagement and feedback analysis.
- Enhanced client relationships, leading to increased listings and improved market presence.
- Analyzed client feedback to refine strategies, resulting in higher listing success rates.
- Negotiated new client contracts, increasing annual revenue and expanding market reach.
- Developed targeted marketing campaigns, resulting in a increase in client acquisition.
- Conducted market analysis to identify growth opportunities, boosting client listings.
- Implemented a feedback loop system that enhanced client satisfaction and improved service offerings.

Chief Business Development Officer (Full Time)

ALTA - Blockchain Lab, Dubai (Remote) — Jan 2021

- Orchestrated comprehensive blockchain business strategies, propelling the company's valuation and market presence to over **$12.8** billion.
- Led strategic planning and execution of key projects that resulted in a 40% increase in the company's blockchain portfolio by leveraging advanced Web3 technologies.
- Directed blockchain adoption programs, expanding the user base by 35% and enhancing digital transaction capabilities.
- Spearheaded the negotiation and formation of strategic partnerships with major industry players such as **Polkadot, Polygon, NEAR, Sandbox, Tron, Toncoin, Kava, Earn Network, Huobi, LBank, Gate, and BitGet**. These partnerships have significantly enhanced Alta's influence and operational capabilities across the blockchain ecosystem.
- Oversaw the development and implementation of proprietary blockchain solutions, achieving a 20% improvement in operational efficiency.
- Engaged actively with investors and stakeholders to secure funding and support for emerging projects, boosting the financial backing for new ventures by 44+%.
- Implemented a robust public relations strategy to elevate the company's industry profile, resulting in high-impact media mentions and presentations at major conferences.
- Implemented data-driven market analysis, optimizing blockchain strategies and increasing market share by 25%.
- Pioneered the integration of AI with blockchain, resulting in a 15% reduction in transaction times and enhanced security protocols.
- Led and/or consulted cross-functional teams to develop customer-centric blockchain solutions, boosting client satisfaction scores by 30%.
- Streamlined blockchain project workflows, cutting project completion times by 20% and reducing operational costs by 10%.
- Championed the exploration of new blockchain applications, driving innovation and securing a 10% increase in R&D funding.
- Cultivated investor relationships, securing 44% (~$50M+ total) more funding for new blockchain ventures and elevating financial backing.

Sales Executive (Full Time)

Rizza Cadillac, Tinley Park, Illinois — Sep 2018 - Dec 2023

- Developed and executed innovative sales and marketing strategies that increased annual revenue by 20%, achieving an average monthly gross of $1.2M.
- Led a team of sales professionals, instilling advanced sales techniques and customer service excellence, resulting in a 30% improvement in customer loyalty and satisfaction scores.
- Pioneered data-driven sales tactics by analyzing market trends and customer behavior, enhancing sales efficiency and responsiveness to market demands.
- Fostered a culture of continuous improvement and customer-centric focus, significantly exceeding sales targets by over 25% each year.
- Coordinated marketing campaigns and promotional events that effectively increased brand visibility and dealership traffic.
- Maintained high standards in customer service, ensuring all client interactions were handled with professionalism and a commitment to customer satisfaction.

Awards and Recognitions

- Cadillac Dealer of the Year (2018-2023)
- JD Power Sales Excellence Award (2022, 2023)
- Top Blockchain Accelerator 2023

Miscellaneous

Public Speaking

- **Future of Tech: AI x Web3 on NY Tech Week 2023**
  Speaker at Tech Times event discussing the intersection of artificial intelligence and Web3 technologies, representing Alta Blockchain Laboratory. Link to event
- **Panel Speaker, Consensus 2024**
  Participated as a panelist at Consensus 2024, sharing insights on emerging trends in Web3 technologies and their impact on the future of finance and technology. Link to event

Public Relations

- **Alta Blockchain Laboratory Featured at NY TechWeek 2023**
  Highlighted by NY Weekly as a key participant in NY TechWeek 2023, organized by a16z, showcasing Alta's innovative solutions in the blockchain sector. Link to article
- **Alta Blockchain Laboratory's Expansion to Foster Innovation Across Industries**
  Featured in Forbes Georgia discussing Alta's strategic expansion to drive innovation in blockchain technology across various industries. Link to article
- **Top Blockchain Accelerators in 2023**
  Alta recognized by MSN as one of the top blockchain accelerators in 2023, emphasizing the company's role in accelerating the adoption of blockchain technologies. Link to article
- **OnTrend OnChain at Consensus 2024**
  #Consensus2024 by CoinDesk is one of the most influential cryptocurrency conferences that gathers many side events. "The Future of Tech - OnTrend OnChain," organized by Orbis86 CEO Soniya Ahuja, became one of them. Link to article
- **Consensus 2024: Stimulating Crypto Liquidity**
  While the bull market surges onward, buoyed by an influx of new retail liquidity, the most significant conference in the crypto industry was last held in Austin. Link to article

Projects

- **Etheium:** Developed a Layer 2 solution facilitating secure and efficient cross-chain transactions for enhanced interoperability.
- **Vestra:** Innovated and Designed a Web3 real estate tokenization and investment platform, that provides a Tokenization-as-a-Service solution for real estate with crowdfunding.
- **Deal Flow Network:** Built and stablished a private networking group on Telegram for deal flow, specifically for AI, Blockchain, and Web3 Founders/Investors.