

BRANDON CRENSHAW

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

EXPERIENCE

Rizza Cadillac, Tinley Park IL - Sales Manager Sep 2019 - Dec 2023

- Implemented innovative sales strategies, resulting in a 20% increase in annual revenue and significant expansion of market share.
- Built and sustained strong customer relationships, contributing to a 30% improvement in customer loyalty and satisfaction scores.
- Adapted sales approaches dynamically, effectively responding to evolving market trends, leading to a 15% increase in sales efficiency.
- Achieved and consistently surpassed sales targets by over 25%, demonstrating exceptional sales acumen and adaptability.
- Analyzed and leveraged market trends to inform and refine sales strategies, driving informed business decisions and competitive advantage.

Alta Lab, Dubai (Remote) - Chief Business Development Officer Aug 2022 - Present

- Drove key initiatives in the blockchain industry, focusing on innovative Web3 solutions, resulting in a 40% increase in company's blockchain portfolio.
- Spearheaded blockchain acceleration programs, facilitating mass adoption of DLT, and contributing to a 35% growth in user base.
- Cultivated strategic partnerships within the blockchain ecosystem, enhancing the company's network and influence in the sector.
- Oversaw the development and implementation of cutting-edge blockchain solutions, improving operational efficiency by 20%.
- Promoted the integration and utilization of blockchain technology, leading to the company's recognition as a leader in blockchain innovation.

Crenshaw Enterprises, Chicago IL - Founder & Business Consultant Mar 2023 - Present

- Established and grew a consulting firm, focusing on innovative business strategies, resulting in a 50% growth in client base within the first year.
- Identified and capitalized on new business opportunities, enhancing market presence and profitability by 30%.
- Built and maintained strategic partnerships, contributing significantly to the firm's growth and solidifying its market reputation.
- Provided valuable insights and solutions to a diverse range of clients, fostering a culture of innovation and strategic thinking.
- Led strategic planning and project management, ensuring operational excellence and a 25% increase in project delivery efficiency.

EDUCATION

New Berlin High, New Berlin IL - High School Diploma Aug 2009 - June 2013

Vocational Training, Springfield IL - Certification in HVAC & Electrical Aug 2011 - June 2013

Harvard Business School Online - Diploma in Business Administration Jan 2020 - Jan 2024

OTHER

- Media Mentions: [TechTimes](#), [NYWeekly](#), [Forbes](#)
- Projects: [Ethereum](#) / Layer 2 solution for secure, efficient cross-chain transactions and enhanced interoperability