

ALEXANDER MAKINO

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Executive Summary

As a sales and account management executive, business development leader, and start-up veteran, I bring a dynamic record of success in translating innovation into commercial success in both the Capital Markets and Crypto industries. I excel at building and expanding mission-critical business relationships, providing product support on both the buy- and sell-side, and leveraging a deep understanding of Eastern and Western business practices and cultural nuances. With an unwavering focus on customer success—I work effectively at every level of the enterprise and across the industry to build world-class solutions and enhancements, elevate the profile of companies in competitive markets, and consistently surpass objectives.

Skills, Competencies & Expertise

Account Management	Early-Stage Companies	International Business
New Business Development	Establishing New Business Sites	Cultural Nuances
Vision, Strategy & Execution	Client Onboarding	Contract Negotiation
Sales Leadership	Integration Management	Project Management
Customer Success	Technical & Operational Support	Cross-Functional Teams
Go-To-Market Planning	Organizational Development	Hiring Top Talent
Revenue Growth	Efficiency & Optimization	Presentations & Demos
Key Relationship Management	Cost Containment	Conferences & Events

Technology, Platform & Software Expertise

OSTTRA Post-Trade FX Solutions (TRM, Harmony MC, Netlink, CLS Aggregation Service), ION Quasar eFX, Ledger Custody Technology, Genesis Prime, Atlassian Jira & Confluence, Hubspot, Salesforce, ZenDesk

Professional Experience

Vice President, Institutional Custody | (2022)

Genesis Global Trading – New York, NY

- Led sales and new business development with Digital Currency Group (DCG) portfolio companies, Registered Investment Advisors (RIAs), Endowments, and Pension Funds. Collaborated with internal teams, vendors, and active partners, including Foundry, Figment, and Pine Street Labs, to improve product enhancements. Worked with cross-functional teams and business unit leaders to capture enterprise-wide strategic opportunities.
- Worked closely with Custody Technology, Legal and Compliance, and other Genesis business units to establish processes and procedures to prioritize coin support requests. This minimized redundant reviews to reduce operating costs and established standard practices across the Custody, Trading, and Lending business units.
- Conducted an analysis of the EMEA region, in collaboration with regional Sales, Custody Sales, and Legal and Compliance teams, to select a jurisdiction to pursue local licensing and expand geographical support.

Director of Institutional Sales and Business Development | (2021 – 2022)

AscendEX (formerly BitMax) – New York, NY

- Built and expanded AscendEX's institutional sales operations and drove new business development with leading market makers, hedge funds, proprietary trading institutions, and trading communities. Secured new partnerships to drive growth in the AscendEX trading venue and created unique differentiators to expand the retail user base.
- Established institutional sales and business development processes and procedures to improve the experience for newly onboarded clients. Worked across functions and business units to gather feedback and strengthen product enhancements. Attended industry events and conferences to secure opportunities and increase brand awareness.
- Contributed to the development of a new product offering by improving AscendEX's user experience and mirroring top competing offerings, which delivered double-digit retail user growth in the first quarter after launch.
- Spearheaded a partnership that added AscendEX into CoinRoutes as a liquidity provider, elevated the AscendEX brand, and increased trading volume. This led to AscendEX directly investing in the CoinRoutes Series B round.

Lead Technical Account Manager, Americas Region | (2018 – 2021)

Ledger Technologies – New York, NY

- Stood up the company's New York office, helped launch the business in the region, and rolled out Vault, an enterprise-level custody technology solution in the Cryptocurrency and Digital Asset space. Supported Sales, onboarded clients, managed account relationships, and provided feedback to the Product and Engineering teams.
- Maintained a core focus on finding the right product-market fit, enabling an expansion from 3 clients in the beta phase and growing to 20+ within the US region, with little marketing exposure. While in this role, supported the rapid expansion from zero to \$10B secured assets on the platform, with the US region contributing nearly 50%.
- Worked closely with the Sales team to help prospective clients advance through the sales lifecycle. Performed product demos, reviewed best practices, answered questions, and helped to organize high-level workflows.
- Assisted in client onboarding and the integration of the Vault solution, acted as the main point of contact for all technical and operational issues, engaged with clients on a regular basis, and negotiated contract renewals.

Technical Account Manager | (2017 – 2018)

Aphelion eFX Trading, Inc. – New York, NY

- Recruited as the company's first Technical Account Manager to drive new business development and manage key account relationships across the Americas region. Worked closely with executive leadership to develop and execute the Americas go-to-market strategy, expand the client base, and drive revenue growth.
- Managed 3 US and European regional banking clients, including SunTrust (Truist), Fifth Third, and AIB, which represented a combined contract value of \$1M+ USD per year, with add-ons exceeding \$100k USD.
- Managed the entire onboarding lifecycle for regional banks onto the Quasar eFX system and served as the main point of contact to field questions, gather client requirements, coordinate internal teams, and upsell add-ons to drive revenue. Successfully onboarded one of the first US clients, representing a multi-year, six-figure contract.

Senior Client Service | (2015 – 2017)

FXSpotStream – Jersey City, NJ

- Managed and coordinated the development and launch of Mid-Match, a new dark pool product. Worked closely with technology partners and Tier 1 global banks, including HSBC, Citi, and Credit Suisse, collected requirements, conducted user acceptance testing, and provided product support after Mid-Match was rolled into production.
- Moved from proof of concept to a live product in less than one year and onboarded 8 Tier 1 banks at launch. Selected to lead the Asia client service team from New York City after the product launch had stabilized. Engaged with Traders and Technology team members to strengthen relationships and drive trade volume.
- Developed highly efficient support processes and procedures to quickly address client queries and coordinate technology vendors, enabling a successful product launch ahead of schedule. Established and trained team of 6 to support the new product launch across Asia, the European Union, and the United States.

Transition Manager & Client Services Engineer | (2010 – 2015)

Traiana (ICAP) – New York, New York / Singapore

- Opened and managed Triana's new Professional Services office in Singapore to cover VIP FX clients in the region and manage high-priority projects across the Asia Pacific. Hired and trained a local team to conduct day-to-day business operations and acted as the main contact for key accounts within the APAC region.
- Collaborated with the Sales team to prioritize projects to ensure a seamless client onboarding experience and high customer satisfaction throughout the integration process for Aggregation and Message Center solutions.

Senior Operations Associate | Forex.com (a subsidiary of Gain Capital) – Bedminster, NJ (2008 – 2010)

Education

Bachelor of Arts, Psychology, Minor in Japanese and Labor Studies | Rutgers University – New Brunswick, NJ

Certifications & Professional Development

Japanese Language Proficiency Test (JLPT) | Level N1 / ILR Level 5 Native or Bilingual Fluency (2010)

The Japan Foundation & Japan Educational Exchanges and Services