

Summary

A proposal to engage Jacob Blish as a Business Development Leader for Lido, including proposed duties, compensation and incentive awards.

Motivation

As Lido grows (increasing TVL, validator set and developing staking solutions for new networks), there are increasing challenges of coordinating current Lido community participants with one another and with new prospective partners and helping set and implement strategic priorities. Thus, a Business Development Leader role is needed for the Lido DAO.

Jacob Blish is a highly qualified candidate who we believe would excel in this role.

Qualifications & Experience

We believe Jacob Blish's qualifications and qualifications make him an ideal candidate for the role of Business Development Lead of the Lido DAO.

Jacob served as founder and Chief Operations Officer of Spruce Systems (YC W'21), where he distinguished himself with an analytics-based focus on driving revenue and meaningful customer adoption. Previously, he had started, sold and worked for a number of startups with a focus on user acquisition and retention before spending time with J.P. Morgan where his capstone involved reevaluating how the retail bank identifies and communicates with their customer. During his 2 years at ConsenSys, he helped manage business opportunities and strategy for various teams at ConsenSys, to help ship products based on extensive market research and user feedback.

LinkedIn Profile: <https://www.linkedin.com/in/jacobblish>

Oversight; Nature of Service

Jacob will provide periodic updates to the DAO through posts in the forum. Jacob's service as Business Development Lead will be 'at will' and may be terminated by the DAO at any time, with or without cause. Jacob may also resign from the DAO at any time, with or without good reason.