









PROFILE

-  Canadian/British Citizen
B Permit – Switzerland
-  12.09.1989
-  Wiesenstrasse 12B
8952 Schlieren
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-  +41 78 879 34 68

LANGUAGES

English: Native Speaker
German: B1

SKILLS

-  Windows Office Suite
-  Salesforce
-  Trello
-  Basecamp
-  Photoshop
-  Logic Pro X

OWEN MCCALL

EDUCATION



University of St. Gallen (HSG) St. Gallen, Switzerland

02.2016 – 11.2018

Master of Arts: International Law – GPA: 5.67/6.0

Thesis Topic: International Regulation of Cryptocurrency



Simon Fraser University (SFU) Vancouver, Canada

09.2010 – 02.2014

Bachelor of Arts: Criminology, Law, Psychology

WORK EXPERIENCE



HEROES GROUP AG | ZUG, SWITZERLAND

Head of Business Development

06.2019 – Current

- Structuring blockchain products & business solutions
- Product pitching, proposal creation & negotiations
- Client management

Business Development & Marketing Lead

11.2018 – 06.2019

- Event attendance & lead generation
- Company presentations & high-level networking
- Content creation, video interviews, script writing & production (see next page “DECENTRALIVE”)



TREECOIN

GLOBAL TREE PROJECT AG | ZUG, SWITZERLAND

Advisor TREECOIN Blockchain Project

09.2019–Current

- Business case & marketing strategy consultation
- Project ambassador in media
- Coordination of token exchange listings



covee

COVEE.NETWORK | ZURICH, SWITZERLAND

Marketing & Communications Consultant

08.2018–11.2018

- Social media & channel management
- Company presentations
- Content creation & video production

DECENTRALIVE

Creator & Host of
decentraLIVE

A blockchain & crypto news
show featuring interviews
with the biggest names in
the space. Youtube link:



EXTRA CURRICULARS

01.2014 – 08.2016

Worked as a professional
musician in the UK and
Switzerland.

Key performances:

Songbird Festival
Davos, Switzerland

Residency @ Home House
Private Members Club
London, UK

HOBBIES

Music
Blockchain
Fitness
Cooking



CENTER FOR SECURITY STUDIES | ZURICH, SWITZERLAND

Editor

08.2017–08.2018

- Edited think-tank publications
- Maintained content mgmt. system & digital library
- Social media management & analysis



BOATIFY.ME | ZURICH, SWITZERLAND

Marketing & Copywriting (Contract)

04.2017–08.2017

- Sales & Marketing – Global Markets
- Created marketing & promotional material
- Social media management



Precision Edit

PRECISION EDIT | ZURICH & ST. GALLEN, SWITZERLAND

Founder

01.2017–10.2017

- Editing, branding & content creation services for SMEs & students



IGNITE MOVEMENT @ HSG | ST. GALLEN, SWITZERLAND

Business Development & Content Management

09.2016–05.2017

- Community building & business development
- Established corporate partnerships
- Content creation & editing of marketing material

EDELINE L'EE

EDELINE LEE @ LONDON FASHION WEEK | LONDON, UK

Project Manager

07.2014–12.2014

- Managed an international work force
- Maintained contracts with various contractors
- Promotional team @ LDN fashion week



WESTTREK TOURS INC. | VANCOUVER, CANADA

Tour Guide & Group Sales

07.2013–07.2014

- Led large (40+) international groups on tours across the Pacific Northwest of North America
- Sales of travel packages to individuals & language schools