



# KAITIE ZHEE

## WEB3 MARKETING & BUSINESS DEVELOPMENT LEADER

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### SUMMARY

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From builder to backer: My global web3 expertise fuels your next moonshot. Extremely ambitious and seasoned executive, leader and entrepreneur with 15+ years crafting multiplier-growth Go-To-Market & Business Development successes across finance, infrastructure, DAOs and beyond. Hungry for uncharted levels of success and seeking a challenging leadership role with a company packing power & potential. If you're a boundary-pushing company that embraces growth-mindsets, entrepreneurialism, team spirit and integrity and seeking your next special hire that will help take you far - let's share a virtual 🍷 and see where the journey takes us next!

### WORK EXPERIENCE

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03/2023 - present  
USA



#### Vice Chair, Blockchain & Web3 Advisory Council CompTIA

- World's largest IT certification provider, certifying over 75 million technology professionals worldwide for more than 40 years
- Create enterprise-level thought leadership and educational content
- Develop best practices, use cases and other resources that can be used by anyone developing, selling or influencing blockchain solutions

04/2023 - present  
USA



#### Director of Business Development PiKNiK

- Spearhead the continued growth of the multi-billion dollar Filecoin ecosystem's largest and most successful enterprise-level endeavor, ESPA (Enterprise Storage Provider Accelerator)
- Helped secure over \$10 million in grant funding to fuel program advancements
- Managed a diverse set of decentralized stakeholders ranging from key partners and investors to customers
- Orchestrated the onboarding of 120+ enterprise and storage provider partners, including numerous Fortune 500 companies
- Develop and manage go-to-market ecosystem strategy for attracting and retaining top-tier partners and customers

08/2021 - 01/2023  
USA



#### Chief Marketing Officer DLTx (:DLTX)

- C-suite executive of a public blockchain infrastructure company
- Directed the brand marketing and market positioning efforts
- Oversaw more than 400% growth in blockchain infrastructure
- Drove over \$25 million in capital growth by leveraging deep market insights, relationships and strengths
- Executed 8 international, high-profile investor events from Dubai to Switzerland to NYC and beyond, attracting up to 600 investors, family offices, VCs and hedge funds at any given event
- Facilitated an exclusive fireside chat between company executives and U.S. Commissioner of the Securities and Exchange Commission (SEC) Hester Peirce,
- Strengthened company capabilities through process enhancements, strategic recruitment, and industry collaborations

## WORK EXPERIENCE

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08/2020 - 04/2023  
USA



### Head of Marketing & Steering Committee Advisor FIO Protocol

- Grew the marketing department from 1 to 10 under my leadership and management
- Elected as the sole female to the 5-person Steering Committee
- Managed a multi-million dollar budget as a primary responsibility for my role on the Steering Committee
- Achieved over 800% market growth during my tenure as Head of Marketing
- Developed and oversaw the strategic partnerships with major industry companies, including: CoinMarketCap, Binance, Opera Browser, Trust Wallet
- Achieved over 1,000,000 new crypto handles (product) being registered and used
- Led the successful re-brand transformation across a decentralized ecosystem of more than 75 partners
- Organically grew more than 150,000+ followers on social media
- Pioneered the transition from a centralized company to a fully decentralized DAO making it a successful case study that became further modeled after by industry projects
- Invited to El Salvador to present FIO Protocol to the government
- Developed the creative marketing campaign that enabled people to order a hot pizza to their door using the FIO Protocol blockchain at ETH Denver during COVID lockdowns

09/2017 - 08/2021  
USA



### Founder / CEO Spacemadex

- Rebranded my previous agency, Eventedge Media to Spacemadex, one of web3 technology's global marketing and communications agencies
- Hired and managed a decentralized team of professionals to service more than 20 clients, all of which were 100% referral-based
- Clients included multiple billionaire investors, family offices and industry luminaries such as the original inventors and patent holders of digital time-stamping technology as sourced in the Bitcoin Whitepaper as well as author of the Decentralized Applications Whitepaper
- Worked with Fortune 500 brands and U.S. government agencies ranging from Adidas, IBM and the U.S. Department of Homeland Security and beyond to develop blockchain strategies and uncover market opportunities
- Launched "The American Idol of Blockchain" as referred to by Forbes, the coveted Publicize Blockchain™ blockchain and media event in May 2019 aimed to amplify industry awareness and public profile

01/2016 - 02/2018  
USA



### Founder / CEO Eventedge Media

- Launched the sports and entertainment agency Eventedge Media to facilitate brand alignment between companies and sports teams and major venues
- ESPN, Deportes Media became my flagship client
- Led negotiations with professional and collegiate sports teams including the Miami Dolphins, Miami HEAT, University of Miami, the Miami Open and others
- Placed over \$1M in advertising in the first year of business in a market absent of pre-existing relationships
- Secured new client relationships with Fortune 200 companies such as Progressive Insurance, T-Mobile and Sprint Mobile

## SKILLS

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Strategic Planning	Market Analysis	Leadership & Team Management	Process Development & Implementation
Brand Development	Go-to-Market Strategies	Sales Alignment	ROI & Performance Metrics





## STRENGTHS

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- Vision & Strategy
- High Value Networking
- Open-minded
- Highly Resourceful
- Self-motivated
- Team Building
- Creative Problem Solving
- Adaptable
- Working Under Pressure
- Business Analysis
- Opening Doors
- Relationship Building

## HOBBIES

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-  Exploring new cultures
-  Capturing moments
-  Getting lost in the music
-  Insatiably learning

## EDUCATION

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- 05/2009  
Myrtle Beach, SC, USA  
**Business Marketing - B.S.**  
Coastal Carolina University
- 05/2009  
Myrtle Beach, SC, USA  
**Spanish Language & Culture - B.S.**  
Coastal Carolina University

## VOLUNTEERING

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- 10/2022 - present  
**Founding Member & Advisor**  
Puerto Rico DAO
- 10/2018 - 09/2020  
**Founding Mentor**  
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- 06/2023 - present  
**Volunteer**  
Hope for Society Foundation
- 01/2017 - 06/2019  
**Founding Chair & Vice President**  
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## SOCIAL MEDIA

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 <https://linkedin.com/in/kaitiezhee>

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*Thank you for your time and consideration! References provided upon request.*