

# Dan Bamberger

## GTM & PARTNERSHIPS LEADER | FINTECH, INFRASTRUCTURE & DIGITAL ASSETS

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### EXECUTIVE PROFILE

GTM and partnerships leader with 15+ years building revenue, market development, and operating systems across crypto infrastructure, fintech, data, and founder led companies. Experience spans enterprise pipeline, strategic relationships, ecosystem growth, CRM and outbound, investor and stakeholder messaging, and product positioning for technical markets.

Track record includes leading growth at Kujira as KUJI reached top 100 token status and approximately \$600M in market capitalization, supporting Alpaca Finance during growth beyond \$1B in TVL, and founding a New York City brokerage that sold hundreds of millions in real estate. Brings founder operator judgment, hands on execution, and current experience in onchain intelligence and AI assisted GTM workflows.

### SELECTED IMPACT

|                                                             |                                                            |                                                               |                                                                  |
|-------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------------------|
| <b>TOP 100</b><br><b>KUJI TOKEN STATUS</b><br>during tenure | <b>\$1B+</b><br><b>ALPACA FINANCE TVL</b><br>during tenure | <b>~10</b><br><b>GROWTH CONTRIBUTORS</b><br>managed at Kujira | <b>9 FIGURES</b><br><b>NYC REAL ESTATE</b><br>sold across career |
|-------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------------------|

### CORE EXPERTISE

Business Development | Strategic Partnerships | GTM Strategy | Market Development | Founder Led Sales  
CRM & Revenue Operations | Ecosystem Growth | Onchain & Data Markets | AI Assisted Research Workflows

### PROFESSIONAL EXPERIENCE

#### **Injective | Business Development & Strategy**

**JUL 2026 - PRESENT**

Business development, strategic partnerships, GTM, and commercial initiatives across the Injective ecosystem.

#### **Independent Consultant | Growth & GTM Advisor**

**MAR 2025 - JUL 2026**

Advise technical and founder led teams across fintech, crypto infrastructure, digital assets, data, and software on market development, partnerships, positioning, pipeline, and commercial execution.

- Built AI assisted workflows for ICP definition, market mapping, account scoring, decision maker research, CRM enrichment, outreach angles, lead nurturing, and founder handoffs.
- Selected public engagements include Yellow Cat DAO / KET and Integrity DAO: supported Avalanche ecosystem relationships, Wyoming and public sector outreach, institutional messaging, partner strategy, and liquidity and integration discussions; the projects reached approximately \$600M and \$50M in market capitalization during the engagement period.
- Conduct ongoing wallet, entity, and market structure research that informs positioning and partner maps for exchanges, wallets, data platforms, risk teams, and infrastructure buyers.

#### **Kujira | Head of Growth & Partnerships**

**JAN 2023 - FEB 2025**

Led growth, business development, partnerships, venture outreach, and ecosystem strategy for a Cosmos based DeFi network; KUJI reached top 100 token status and approximately \$600M in market capitalization during the period.

- Managed a distributed growth team of roughly 10 across business development, content, community, research, documentation, ambassador programs, university outreach, and ecosystem support.
- Built relationships and partner pipeline across protocols, investors, builders, validators, infrastructure providers, and crypto native communities.
- Developed the early Kuji Pay payments strategy and helped structure Kujira University and ambassador concepts for user and builder education.

#### **Secret Network Foundation | Head of Growth**

**JAN 2022 - JAN 2023**

Led growth, business development, and GTM for a privacy focused Layer 1 ecosystem, spanning founder onboarding, venture outreach, ecosystem funding, CRM, conversion, and contributor coordination.

- Built multi segment BD pipeline and CRM workflows across founders, protocols, investors, wallets, exchanges, and ecosystem partners.
- Helped ecosystem teams access grant and venture funding; developed and pitched an accelerator concept targeting \$2M to \$2.5M in first year funding for pre seed and seed stage teams.
- Supported Secret Network Academy, user research, landing pages, analytics, personas, SEO, SEM, and email marketing recommendations.

FOUNDER & REVENUE EXPERIENCE

The Bamberger Group | Founder

JAN 2010 - FEB 2022

Founded and operated a New York City real estate brokerage, owning sales, marketing, finance, operations, recruiting, software development, and customer acquisition.

- Sold hundreds of millions of dollars of residential real estate across New York City while leading client relationships, negotiation, lead generation, and transaction execution.
- Built high volume acquisition systems using data procurement, enrichment, segmentation, cold email, paid search and social, content, newsletters, and broker and client workflows.
- Implemented HubSpot, Salesforce, and Pipedrive; led development of a proprietary real estate software platform, including product direction, workflow design, and management of a remote development team.

SELECTED CRYPTO GROWTH & ADVISORY ROLES

RugDoc | Advisor, Strategy & Business Development

JAN 2022 - MAY 2023

Advised a DeFi safety and risk intelligence company on fundraising, positioning, monetization, business development, and product direction.

- Supported fundraising strategy, investor narrative, raise structure, valuation framing, investor updates, and pitch materials.
- Helped reposition RugDoc from a community review resource into a broader DeFi risk intelligence platform; advised on subscriptions, review workflows, incentives, tokenomics, and monetization.

Alpaca Finance | Strategy & Business Development

FEB 2021 - DEC 2021

Led business development, strategic partnerships, and integration strategy for a leveraged yield farming protocol that grew beyond \$1B in TVL during the period.

- Managed relationships across DeFi protocols, exchanges, and ecosystem partners; served as a key relationship point with Binance and supported participation in the Most Valuable Builder program.
- Coordinated product, risk, audit, partner, content, and GTM workstreams for launches, integrations, and product updates.

InsurAce | Growth & Marketing

MAR 2021 - AUG 2021

Led growth, marketing, and partnership initiatives for a DeFi insurance protocol focused on smart contract and protocol risk.

- Developed the B2B selling proposition for protocols seeking coverage, user trust, and treasury protection; worked with product, risk, and actuarial stakeholders on pricing and coverage narratives.
- Built B2B content processes and partner education materials to support protocol outreach, coverage launches, and ecosystem growth.

APPLIED RESEARCH

Independent Research | Onchain Intelligence & Market Structure

SEP 2025 - PRESENT

Applied research into wallet and entity behavior, liquidity, token markets, scam prevention signals, data systems, and digital asset market structure.

- Build research workflows and translate technical findings into market maps and commercial context for wallets, exchanges, data platforms, infrastructure providers, and risk and compliance teams.

SYSTEMS & TOOLS

CRM & revenue systems: HubSpot, Salesforce, Pipedrive, monday.com | AI & research workflows: OpenAI Codex, Cursor, Claude, Perplexity, Gemini

Growth & research methods: account enrichment, market mapping, lead scoring, Hotjar, SEO, SEM, paid acquisition, user research  
Markets & product context: fintech, payments, stablecoins, tokenized assets, wallets, exchanges, DeFi, data platforms, cloud, compute, risk, and compliance

EDUCATION

Queens College  
Bachelor of Science, Accounting

Baruch College  
Accounting coursework