

Kori Leon.

Web3 Growth & Go-to-Market Operator

Market Positioning & Expansion · Hyper-Scale Products

[PARIS · DUBAI]



EXPERIENCE



BUBBLEMAPS — STRATEGIC & GROWTH OPERATOR

PARIS / REMOTE | MAR 2025 - PRESENT

Hands-on advisor across positioning, post-listing execution, PR, and exchange coordination.

POSITIONING & MARKET NARRATIVE

- Repositioned Bubblemaps from an analytics tool into an on-chain infrastructure and InfoFi platform
- Scaled the market narrative through KOLs

EXCHANGES, CAMPAIGNS & MARKET GROWTH

- Led post-listing strategy and execution with tier-1 exchanges
- Led go-to-market expansion in Korea, including on-the-ground execution at KBW

PR & EXTERNAL COMMUNICATIONS

- Led post-listing PR, including drafting and coordinating press releases
- Ensured consistent external messaging across partners, KOLs, and media



PIXELVERSE — COO & CO-FOUNDER

DUBAI | NOV 2023 - NOV 2025

27M

USERS ACQUIRED IN 60 DAYS

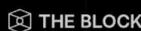
\$5M

RAISED ACROSS PRIVATE ROUNDS

\$1.5M

IN NFT SALES

EDITORIAL COVERAGE



GROWTH & SCALE

- Built and operated GTM systems from zero to global scale
- Executed stealth-to-mass consumer expansion

CAPITAL & REVENUE

- Led capital formation and investor execution end-to-end
- Structured monetization frameworks aligned with scale

MARKET ACCESS & LIQUIDITY

- Managed exchange exposure, liquidity, and market access
- Operated within exchange-grade systems globally



BINANCE — SENIOR WEB3 BD MANAGER

DUBAI | APR 2022 - OCT 2023

Built Trust Wallet's first monetization engine; promoted into Binance Listings, operating at exchange-grade asset exposure.

TRUST WALLET — MONETIZATION

- Built and led Trust Wallet's BD function
- Closed Trust Wallet's first revenue partnership (1inch)
- Established a \$5M+ annualized fee revenue model (active)

BINANCE RESEARCH — LISTINGS

- Due diligence on fundamentals, tokenomics & liquidity
- Influenced global asset exposure within Binance's highest-trust listings layer



BINANCE — GROWTH LEAD (FRANCE)

PARIS | SEP 2020 - APR 2022

Drove Binance to #1 crypto exchange in France through non-paid, product-led growth in a regulated market.

MARKET DOMINATION — FRANCE

- Led Webimathon: 60,000 participants (largest crypto education event in FR)
- Built national KOL & ambassador network

GLOBAL MANDATES

- Redesign of global transactional emails (high-volume flows)
- Led Binance NFT Marketplace GTM → 100K+ community



FOUNDATIONS

SANOFI · B2B SAAS & ENTERPRISE GTM

Built execution rigor across regulated healthcare (Sanofi — Immunology launch) and B2B SaaS/enterprise GTM (25+ clients).

ACADEMIC BACKGROUND

Doctor of Pharmacy (Pharm.D)

UNIVERSITY OF MONTPELLIER · 2011-2017

THESIS

Blockchain & Healthcare Data Systems

Post-Graduate Certificates

MEDICINE · LAW · BIOTECHNOLOGY

MONTPELLIER & TOULOUSE · 2015-2018

TECHNICAL & OPERATIONAL FLUENCY

Product prototyping
AI-assisted development
Automated BD workflows

GLOBAL PASSPORT

French	Native
English	Professional
Spanish	Professional
Russian	Elementary

PERSONAL

Martial Arts (No-Gi)

EMAIL

kori.leon34@gmail.com

PHONE

+33646253041