

I make technical infrastructure understandable and meaningful to non-technical audiences.

SUMMARY

Led marketing for Ritual Foundation, X account from zero to 40k followers, Discord community 18k to 109k. Led community at EigenLayer through TGE, built the first ambassador program and community retro airdrop. Led GTM for an agentic identity and governance tool (from the team that built the AMPC system for World).

EXPERIENCE

2026

Inversed · GTM Lead

Built the go-to-market and positioning for Threshold, a cryptographic governance proxy for agentic AI. Inversed is the applied cryptography research lab, the team that built the AMPC system for World.

- Mapped the competitive landscape of the agentic governance space: technical architectures, positioning, and moats (**85 tools and approaches** across 8 layers)
- Authored two interactive white papers mapping the infrastructure and organizational layers AI agents are integrating with
- Built GTM strategy and revenue infrastructure for both product and consulting offers, anchored by the EU AI Act August 2026 enforcement window

2025

Ritual Foundation · Head of Marketing

I led marketing before there was anything to demo, download, or deploy.

- Built @ritualfnd from **zero to 40,000+** followers; combined audience of 100,000+ across @ritualnet and @ritualfnd with no product, no token, no airdrop
- Grew Discord from **18k to 109k** members, 6x growth during a phase when most crypto × AI communities were declining
- Threads for the foundation account: Intelligent Money (**74K** views), EVM++ (32K), The World Computer (24K)
- Built ambassador programs that identified serious contributors early and gave them a reason to stay
- Cultivated ~500 developers in a high-touch Telegram community with substantive, ongoing technical conversations
- Designed and ran events calibrated to attract builders, not spectators

Team: a community manager, a content partner part time, and a developer relations lead by the end.

2024

EigenLayer · Head of Community

I built the community function from scratch at the moment the category was being defined.

- Built the ambassador and fellowship program (~24 ambassadors), creating a distributed layer of educated, credible community leadership
- Designed and led a retro distribution of 6M tokens to contributor wallets, a complex operation carrying significant reputational and operational weight
- Ran point on all community workstreams, and a Discord of about 200,000, across both stakedrop launches and the Token Generation Event (TGE)
- Co-directed and executive produced "Unlocking Human Coordination," a long-form documentary about the protocol's core ethos (38.7K views)
- Contributed to brand strategy for both the Foundation and Labs arms of the organization

Team: workstreams for analytics, growth, support and programs; an agency providing moderators and a strategist.

2023 to 2024

Decent · Head of Research

Privacy-focused on-chain venture studio. Led the research practice, drove venture research for a new product, and developed ecosystem partnerships and investor relationships.

- Led business development for a B2B privacy venture in DeFi through preliminary validation with three crypto trading desks
- Developed brand strategy and organization design

SELECTED WORK

Intelligent Money

Thread, Ritual Foundation

74K views

Unlocking Human Coordination

Film, EigenLayer

38.7K views

Season 2 stakedrop

Community allocation, EigenLayer

~6M EIGEN

Threshold Atlas

Agent governance field, Inversed

85 tools and approaches

IOTA, reimagined

Unsolicited brand, film and launch

1-week sprint

For the World Foundation

The agent story, signal and proof

mikyo.one/world

EDUCATION

2024

Fielding Graduate University · MA, Organizational Development and Change

REFERENCES

Inversed

Daniel Benarroch · Founder, Inversed

Ritual

Ben Perszyk · Head of Strategy, Ritual Foundation

EigenLayer

Pratik Gandhi · Marketing Lead, Eigen Labs

Contact details on request.