



Liliia Mitina

Business Development Lead

lilia.mitina.ua@gmail.com

Telegram: @mitina_lily

Zürich, Switzerland

Date of birth

28-09-1994

Nationality

Ukrainian

Profile

Experienced business development lead with 4+ years of B2B sales experience in blockchain, including 3 years in a leadership role. Skilled in communication, audience building, and product-market understanding across Web3 and Web2 industries.

Actively involved in crypto communities and adept at driving alignment among differing perspectives. Proven ability to oversee budgets, manage teams, and drive accountable growth. Currently serving as Ambassador for Seaside Club and Crypto Hunters TV Show in North Europe, representing the successful launch of Seaside Coin at Next Block Expo 2022 in Berlin.

Additionally, Women in Web3 Ambassador for Next Block Expo, promoting women's involvement and leadership in the industry. Organized a successful NFT networking event in New York, connecting 450+ creators, builders, and investors.

Employment History

Director of Blockchain Alliance Strategy and Execution at Midas Solutions , Kyiv

05/2020–Present

[Employment Type: Full Time]

- Successfully managed and delivered multiple Blockchain development projects in the role of Project Manager.
- Demonstrated exceptional leadership and strategic skills, leading to multiple promotions to Blockchain Alliance Strategy and Execution position.
- Streamlined and established business development processes for the company, ensuring efficient operations and long-term success.

IN-HOUSE PROJECT: The Cymes Media [Web2 + Web3 community]

Position: Chief Business Development Officer / Deputy CEO

1. Spearheaded the successful launch of an innovative online media platform, leading a team of 15 and securing \$70,000 in partial services from strategic partners. The platform quickly gained widespread recognition and adoption, with over 7 000 active users in its first month.
2. Established the company's sales and marketing efforts by developing highly targeted and results-driven strategies through careful analysis and experimentation.
3. Established partnerships with organizers of top blockchain and startup conferences, including Consensus, Next Block Expo, and London Tech Week, etc.
4. Forged strategic partnerships with key global organizations, positioning the company as a leader in the industry and expanding our reach into new markets.

Links

[Linkedin](#)

[EU Report with My Comments](#)

[Next Block Expo 2022 \(Video\)](#)

[The Cymes Media](#)

Skills

Persuasion and Alignment Skills	4/5
B2B Sales and Marketing	4/5
Leadership and Teamwork	5/5
Product-Market Understanding in	4/5
Web3/Web2 Industry	
Active Involvement with Crypto	4/5
Communities	
Understanding of Web3	4/5
Focus on Quality and Eye for Detail	4/5
Working with Decentralized Teams	5/5
Interpersonal and communication skills	4/5
Databases & SQL	3/5

Languages

English	Highly proficient
Ukrainian	Native speaker
German	A1
French	A2

5. Establish the company's lead generation efforts by developing and implementing highly effective B2B and B2C strategies.

Currently, I am working on launching monetization streams, scaling partnership networks, and community development.

IN-HOUSE PROJECT: IDvizer, face recognition technology

Position: Fundraising and Business Development Officer

1. Successfully secured \$25,000 in funding from the Ukrainian Startup Fund, contributing to the development and launch of IDvizer, a cutting-edge face recognition technology.
2. Developed and implemented a highly effective B2B onboarding process, streamlining the client acquisition process and contributing to the company's rapid growth and success.

Business Development Manager & Program Manager at JET Accelerator, Techstars Affiliate, Ukraine (On-site)

04/2019–02/2020

[Employment Type: Contract]

1. Pioneered the successful development and launch of an innovative acceleration program, which has since become a flagship offering for the organization. Through careful planning and execution, the program has attracted top talent and produced numerous successful late-stage startups.
2. Established critical strategic partnerships with some of the world's top tech and entrepreneurship organizations within the first six months of operation, positioning the organization as a leader in the industry and expanding our reach into new markets.
3. Elevated the organization's profile and established it as a thought leader in the industry by hosting a highly successful series of public masterclasses with top C-level managers from the USA and Ukraine. Through careful curation of topics and speakers, we were able to attract a large and engaged audience, resulting in unprecedented exposure for the organization.
4. Revitalized the organization's offerings and achieved unprecedented success by hosting the first-ever accelerator bunch in 2019. Through careful selection and mentorship of participants, we were able to produce 7 successful startups and position the organization as a local leader in the industry.
5. Created and executed a highly successful event series, IT Business Nights, which brought together top IT directors, operations directors, procurement managers, and technology executives for networking and knowledge sharing. Through careful curation of topics and speakers, we were able to attract a highly engaged audience, resulting in unprecedented exposure and networking opportunities for participants.

Personal Assistant to B2B Director at Kyivstar (Telco), Ukraine (On-site)

2016–2019

[Employment Type: Full Time]

Hobbies

Traveling and exploring new cultures
Surfing and other outdoor activities
Latin social dance
Hiking and exploring nature

References

Oleksii Herasymchyk from Heroesbattlearena.online
Telegram: @o_herasymchyk

Veronica Volkonovska from Heist Media
Telegram: @volkonovskav

Krzysztof Łątka from Most Biznesu
kontakt@most-biznesu.eu

Evgenia Knizitska from Agiledrive (ex-Kyiv IT Cluster)
+380679331101

Courses

Online Degree™ in Blockchain for Business at Blockchain Council
04/2023–06/2023

1. Optimized B2B Director's efficiency by providing expert administrative support.
2. Facilitated critical business relationships by coordinating and scheduling key meetings.
3. Contributed to the organization's success through the development of highly effective reports and presentations.
4. Streamlined complex travel arrangements to support the B2B Director's business objectives.
5. Maintained a courteous and professional demeanor while providing expert phone support and call direction.
6. Conducted 30+ events from workshops to town halls up to 250 attendees.

Personal Assistant to Managing Partner at Playtini (IT Company), Ukraine (On-site)

05/2016–12/2016

[Employment Type: Full Time]

1. Optimized Managing Partner's productivity through expert administrative support.
2. Streamlined calendar and meetings to prioritize high-priority tasks and drive company growth.
3. Contributed to key business decisions through expert support in report and presentation development.
4. Enabled focus on critical business objectives through streamlined travel arrangements.
5. Enhanced company's reputation through expert phone support and call direction.

Education

Bachelor's Degree , Kyiv National Economic University named after Vadym Hetman

Bachelor of International Economics and Management,

Expected Graduation Date: July 2023

Associate's degree, Politecnico di Milano, Milano

07/2022–07/2022

Workplace management: focus on coworking

Consulting | Freelance Experience

Global Network Partner Manager, Startup.Network, HQ San Francisco (Remote)

02/2020–01/2021

1. B2B and B2C lead generation scenarios implemented.

2. Established partner networks in new countries in Europe, MENA, Japan, and Australia (500+ B2B leads worldwide signed)
3. Collaborated with the governments of Australia and Japan for the project "The Unicorns Battles"
4. Established the global online events full-cycle production, including lead generation, community development and engagement, retention.

Head Of Growth and Fundraising, Handy.ai, Ukraine and Poland (Hybrid)

10/2022–10/2023

- Raised \$180,000 in funding through successful partnerships with Google For Startups Ukraine Support Fund, Poland Prize Program, and Movens VC
- Relunched B2B outreach process and reached 218 SQL in 3 months
- Tested a hypothesis to create a bridge for a communication success platform between its nature in web2 and web3

Overall, my experience with Handy.ai was both challenging and rewarding, and I am proud of the success we were able to achieve through the support of our investors and partners.

Client Partnerships and Alliances Director at Trinnovation Partners, USA (Remote)

04/2022–11/2022

1. Developing and managing strategic partnerships with key clients

Ambassadorship and Membership

Ambassador at Seaside Club and Crypto Hunters TV Show, Berlin

10/2022–Present

- Act as an ambassador for Seaside Club and Crypto Hunters TV Show in North Europe
- Represented the launch of the Seaside Coin at the Next Block Expo 2022, main stage, in Berlin

Women in Web3 Ambassador at Next Block Expo, Berlin

11/2022–Present

- Act as an ambassador for Women in Web3 by Next Block Expo
- Participated in events and activities promoting women's involvement and leadership in the Web3 industry

Active Member at SwissDao, Zürich

03/2023–Present

Volunteering sharing expertise on:

- Developing and implementing a social media strategy for SwissDao, a community-driven organization focused on connecting builders with web3 projects.
- Collaborating with the SwissDao team to create engaging content for various social media channels, including Twitter, LinkedIn, and Discord.
- Help organize and promote SwissDao events, meetups, and workshops to attract new members and increase community engagement.
- Assisting with the management of SwissDao's blog and podcast to ensure that they are regularly updated with relevant and informative content.
- Participating in the development of SwissDao's profile and branding to improve the organization's visibility and credibility within the web3 community.

Member and Learner at crypto girls club, Remote

01/2023–Present

External expert (Active Member) at COST Association (CA18214), Remote

03/2022–Present

The Geography of New Working Spaces and the Impact on the Periphery

Community Events

Organizer, NFT NYC: Creators, Builders, and Investors Cocktail Reception, New York City

04/2022–07/2023

- Successfully organized a networking event for the NFT community in New York, connecting creators, builders, and investors
- Collaborated with industry leaders and sponsors to host the event, which had 450 registrations
- Managed event logistics, including venue selection, scheduling, and budget management

Speaker, Next Block Expo 2022, Berlin

11/2022–11/2022

Track: Fundraising & Investing

Title: *Tokens and NFTs as a bridge between the digital and real worlds providing new opportunities for everybody.*

Umbrella: Ambassador at Seaside Club

Speaker, Pitch Session, Poland Prize powered by Concordia Design Accelerator, Wrocław

04/2023–05/2023

Track: Fundraising & Investing

Company: Handy.ai

Speaker, International Scientific Conference, KUL, Lublin

11/2022–12/2023

Role: Member of the official delegation from Ukraine

Company: Kyiv IT Cluster

- Participated in a three-day international debate event organized by Katolicki Uniwersytet Lubelski Jana Pawła II, under the patronage of Ministry of Foreign Affairs of the Republic of Poland, Ministerstwo Finansów and Ministry of Science and Higher Education.
- Engaged in numerous panel discussions with representatives from the world of science, politics, law, and business from Poland, Ukraine, Moldova, and Hungary.
- Co-led a symposium on "Solidarity with Ukraine. How to prepare Europe for the reconstruction of Ukraine?" with Krzysztof Łatka, Pavlo Vernivskyi, and Valentina Smachilo.
- Discussed various topics, including the main areas of social, political and economic cooperation between Ukraine and Europe, the impact of decentralization reform in Ukraine, and the role of international financial assistance.
- Shared strong outcomes and insights gained from the event in an upcoming article.

Volunteering Experience

Deputy CEO at NGO Kyiv It Cluster, Kyiv

08/2020–01/2023

B2B and B2C lead generation scenarios implemented.

Deputy CEO (August 2022 - January 2023)

- Organized and led an official Ukrainian business delegation to the International Scientific Conference organized by KUL in Lublin, Poland in 2022
- Organized and led an official Ukrainian startup delegation to the Global Startup Summit 2022 organized by Global Startup Cities NGO in Portugal
- Launched a series of Kyiv IT Cluster networking events in safe locations for the local IT community during ongoing war.

Head of Export Office (March 2021 - August 2022)

- Increased the company's revenue by 78% by spearheading the development, launch, and successful delivery of the Export Program
- Transformed the non-profit organization's operations by implementing a new strategic plan, resulting in a 50% increase in donations and a 200% improvement in community engagement.
- Expanded the organization's outreach and impact by securing a 25 new strategic partners, resulting in a 47% increase in revenue.
- Created and executed a highly successful event marketing campaign that generated 500 attendance and increased community engagement by %.
- Revitalized the organization's offerings by launching 4 new business initiatives, resulting in a 30% increase in member satisfaction and retention.

Community Development Officer at Ukrainian coworking association, Ukraine (Hybrid)

01/2020–08/2020

Responsibilities:

1. Building and managing a strong community of coworking spaces: involve developing and implementing outreach strategies to attract new members, facilitating networking events and workshops, and overseeing community engagement and retention initiatives.
2. Developing and implementing marketing and communication strategies.

Tech stack

- Project management tools: Asana, Notion, Trello, Jira
- Design tools: Figma
- Sales and marketing tools: AmpleMarket, Expandi, Sales Navigator, Marketo, Monday.com, Hubspot, Mailerlite, Zoho, Pipedrive, Salesforce, Buffer, Hootsuite, Hunter
- Communication tools: Zadarma, Demodesk, Sendgrid, Mailchimp
- Collaboration tools: Miro, Sheets