



# NIKHAIL WADHWANI

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## PROFESSIONAL SUMMARY

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Business development and sales strategy operator with 5+ years across startups, partnerships, and Web3/fintech ecosystems. Founder background with experience building partner pipelines, coordinating client and retail launches, managing CRM-backed outreach, and turning ambiguous mandates into measurable growth.

## PROFESSIONAL EXPERIENCE

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**Sales Associate Intern | London Rag | Monterey Park, CA / Remote** *May 2026 - Present*

- Support U.S. retailer product launches for footwear accounts, including Walmart and Target, by coordinating sales materials, catalog details, and buyer follow-up.
- Participate in sales meetings and assist client outreach for the western shoe catalogue, building practical experience in B2B sales, distributor relationships, and account management.

**Business Development Manager | DapDap | Remote** *November 2023 - November 2025*

- Drove growth to \$250M+ total volume, 1M+ on-chain transactions, and 250K+ registered users across major L2 ecosystems.
- Owned chain and protocol partnership pipeline across Arbitrum, Optimism, Linea, Berachain, Polygon, and Mantle; closed and managed integrations with top protocols including Uniswap, EtherFi, Compound, Across, Morpho, Moonwell, and Renzo.
- Led BD/GTM for 4 client launches and aligned product, partners, incentives, and co-marketing around measurable ecosystem growth.
  - StableFlow: Co-led launch and whale GTM; achieved \$50M volume in under 60 days with approximately 0.01% fees and best-execution routing.
  - Beratown: Reached 50K+ users, 330K+ transactions, \$30M TVL, and \$10M+ swap volume; secured mid-six-figure pre-product grant.
  - NADSA: Built testnet funnel to 1.25M+ users, 5M+ transactions, and 2M \$MON earned; secured high-five-figure pre-build grant.
  - Coinmunity: Closed Linea x Consensus partnership; launched MetaMask Card cashback campaign to 100K+ users with \$500K+ rewards claimed.

**Tokenomics Associate | Animoca Brands | Hong Kong** *October 2022 - August 2023*

- Co-led NFT GTM for UK rugby club Wasps, defining mint mechanics and fan funnel.
- Built token sinks/faucets and utility matrices for OneFootball Web3 initiatives with 100M+ monthly active users.
- Supported Mocaverse economy research across inflation analysis, pricing mechanisms, and utility design.

**Co-Founder | Vuzec | Hong Kong & United States** *January 2021 - April 2023*

- Raised \$400K through SAFT financing plus \$100K in grants and investment support from Cyberport, InvestHK, and CityU HK Tech 300.
- Onboarded 50+ artists and launched releases on Polygon and Solana while leading partnerships, operations, and product strategy for a decentralized record label marketplace.

## SKILLS

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**Partnerships:** Ecosystem BD, Deal Structuring, Incentive Design, Growth Loops | **Analytics/Tools:** Dune, Nansen, HubSpot CRM, Notion, Sheets  
**Technical:** Python, SQL, HTML/CSS | **Design:** Figma, Adobe Creative Suite, Miro

## EDUCATION

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**Point Loma Nazarene University** **United States of America**  
B.S. Business Management, Minor in Entrepreneurship *August 2025 - Present*

**San Diego Mesa College** **United States of America**  
Business Administration *January 2024 - May 2025*

**University of California, San Diego** **United States of America**  
Undergraduate studies in Economics and Business, Minor in Computer Science *September 2020 - 2022*  
*Paused studies to scale venture-backed startup (Vuzec) full-time after raising seed round.*