



## JONATHAN CRUZ

Dynamic Business Development Manager with a strong track record in Web3 technologies and blockchain solutions, specializing in scaling operations, market strategy, and strategic partnerships in the LatAm region. Experienced in compliance, leveraging tools to meet AML and CFT regulations. Proven ability to spearhead multi-million-dollar initiatives, secure impactful collaborations, and exceed growth targets. Passionate about fostering blockchain adoption, aligning regulatory frameworks, and delivering innovative, scalable solutions to drive sustainable success in fast-paced, dynamic environments.

### EDUCATION

**2014-2019**

ECONOMIC SCIENCES-  
UNIVERSIDAD JOSE  
SIMEON CAÑAS

**2010-2012**

BACHELOR OF  
ACCOUNTING-  
INSTITUTO NACIONAL  
TECPAN

### LOCATION


San Salvador,  
El Salvador.  
Open to  
Relocate

### LANGUAGES

Spanish: Native  
English: Advanced

+ 503 64231838

 [www.linkedin.com/in/jonathan-cruzz](https://www.linkedin.com/in/jonathan-cruzz)

 J00218915  
@gmail.com

### SKILLS

- Go-to-Market Strategies
- Regulatory Compliance: LatAm-specific frameworks
- Partnerships & Networking: Web3 ecosystem stakeholders
- Tokenomics
- Smart Contracts, Solidity and JS
- Choss Chain solutions, Chainlink and VTAP

### EXPERIENCE LAPPNET-S.A DE C.V. CEO

JAN 2021-  
NOW

Managed full-cycle project development, from ideation to launch, with a focus on digital transformation in tech, paving the way for future Web3 applications and digital assets. Awarded by LaBitConf2021 Hackathon *3rd place*. Solana Whormhole 2021 Foundation Hackathon *1st place*. Tiger Graph Hackathon. Celo Foundation 2021 *10th best*. Entrepreneurship World 2022 Cup El Salvador *2nd place*. Impact Hub 2022 *1st place*. Ethereum Foundation Grant 2022

JAN 2021-  
DIC 2024

### RYODAN SYSTEMS. HEAD OF BUSINESS DEVELOPMENT

Led business expansion strategies for the Intmax project, focusing on relationship management across the Latam region. Conducted in-depth market research, Product development and analysis to identify opportunities for blockchain integration in emerging markets. Organized and spoke at Web3 events and conferences to promote blockchain education and adoption.

OCT 2013-  
DIC 2020

### TELESERVICES S.A DE C.V. CUSTOMER SERVICE

Began as a customer service agent providing technical support, sales assistance, and reservation management across chat, email, and voice channels, consistently exceeding KPIs. Promoted to supervisor, where I led a team of 12, developed training programs, and streamlined processes to improve efficiency and reduce resolution times. Focused on driving sales and client satisfaction through personalized service and fostering a high-performance team culture.

- **CRM Tools (HubSpot, Salesforce, Zendesk):** Managed customer interactions and support tickets, optimizing workflows to improve user satisfaction and retention for Intmax Wallet.
- **Pipeline Management & Segmentation:** Developed and maintained clients pipelines, segmenting partners to ensure targeted parthnership and effective follow-ups.
- **Customer Retention Strategies:** Implemented strategies that led to higher customer adoption and loyalty, reducing churn and increasing lifetime value.
- **Tools (Excel, Google Sheets, QuickBooks, Notion, Canvas, Chainanalysis):** Created detailed financial reports and dashboards, including budget analysis and forecasting, to support decision-making.
- **Financial Expense Management:** Monitored company expenses, identifying trends and suggesting cost-saving opportunities to maximize financial efficiency.
- **Data Visualization:** Translated complex financial data into visually appealing reports, making it easier for stakeholders to understand financial health.