

Emin Hajdarevich

BD | PARTNERSHIPS | GTM

Business Development & Partnerships | Crypto, Fintech, Institutional Finance

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SUMMARY

Business development and partnerships lead with 5+ years across crypto, fintech, institutional finance, enterprise accounts, media networks, and founder-led GTM.

Best at research-led commercial work: mapping markets, finding warm routes, shaping the reason to talk, coordinating launches, and keeping senior stakeholders moving until there is a real decision.

SELECTED PROOF

- **Institutional BD:** Impact3 work spans institutional accounts and conversations including Franklin Templeton, Morgan Stanley, PayPal, and Robinhood.
- **JupUSD GTM:** Coordinated GTM for Jupiter's JupUSD stablecoin, producing 64 publications, CoinTelegraph and The Block coverage, and a #1 Google News ranking for "onchain finance".
- **Milk Road network:** Runs partnerships across a crypto media brand with 300,000+ newsletter subscribers and 250,000 monthly podcast views/listens.
- **Enterprise accounts:** Managed 70+ enterprise accounts at Infobip, improving partner retention by 30% and delivering 25% YoY Middle East revenue growth.

EXPERIENCE

Impact3 Jan 2025 - Present | Remote

Head of Sales

- Lead BD and partnerships for a crypto-native growth and communications agency serving Sky, Jupiter, SharpLink, and institutional crypto accounts.
- Own the commercial cycle from account research, warm routing, and outreach through deal structure, negotiation, launch coordination, and close.
- Led GTM for Jupiter's JupUSD stablecoin, producing 64 publications including CoinTelegraph and The Block plus a #1 Google News ranking for "onchain finance".
- Supported SharpLink Ethereum treasury work tied to its \$425M private placement, including public narrative, media distribution, and X audience growth from 6,000 to 50,000+ followers.

Milk Road Jan 2025 - Present | Remote

Head of Partnerships

- Lead partnerships across a crypto media brand with 300,000+ newsletter subscribers and 250,000 monthly podcast views/listens.
- Manage guest, partner, and distribution pipelines across founders, investors, executives, institutional crypto operators, and media partners.
- Secure guest bookings, newsletter partnerships, co-created content, backlink strategies, affiliate relationships, and X ecosystem engagement.

Infobip Oct 2023 - Jan 2025 | Sarajevo

BD and Transformation Executive

- Led strategic BD and deal execution across MENA and North America for enterprise CPaaS, fintech, and payments accounts.
- Closed multimillion-dollar agreements with defined KPIs across regulated fintech and payments markets.
- Coordinated Sales, Legal, Product, Marketing, and compliance stakeholders across multiple jurisdictions, including EU IPCEI work tied to a \$360M payments and communications infrastructure program.

Infobip Apr 2021 - Oct 2023 | Sarajevo

Account Management and BD Executive

- Managed 70+ enterprise accounts across MENA and North America, improving partner retention by 30% through QBR cadence and executive business reviews.
- Delivered 25% YoY revenue growth in the Middle East by building tailored growth partnership frameworks for fintech and payments companies.
- Led a 3-month OpenMarket onboarding across 20+ team members and negotiated renewals/vendor agreements with 10% cost savings.

PRIVATE SYSTEMS AND INVESTING

- **SIGNAL:** Private GTM, BD, and media-booking intelligence workflow for source-backed research, account dossiers, routing logic, pipeline state, and follow-up cadence.
- **HEARTBEAT:** Private crypto market research and execution-safety system for market monitoring, cost modeling, ledgers, risk checks, and decision feedback.
- **Private crypto fund:** Small private crypto fund for high-net-worth and angel LPs, run with cold-wallet custody and no borrowed capital.

SKILLS

BD and partnerships: institutional BD, pipeline design, account research, commercial structuring, negotiation, partner lifecycle management

GTM and ecosystem growth: market maps, partner narratives, launch plans, media distribution, co-marketing, founder and executive routing

Crypto and fintech: stablecoins, tokenized assets, DeFi, RWA infrastructure, onchain settlement, market structure, payments, CPaaS

Chief of staff execution: cross-functional alignment, operating cadence, decision notes, stakeholder follow-up, founder support, research briefs

EDUCATION

B.S., Computer Science | University Dzemal Bijedic of Mostar | 2017 - 2020

English fluent | Bosnian, Croatian, Serbian native | B1/B2 US visa holder for meetings, conferences, and business travel. No US work authorization without sponsorship.