


# BRIANNA LEE WELSH

COMPANY BUILDER

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## EDUCATION

### Oxford University

*Oxford, UK / 2020 (expected)*

Social Entrepreneurship

### McGill University

*Montreal, Canada / 2007 – 2011*

Bachelor of Arts, Economics &  
Industrial Management

## EXPERTISE

Public speaker and presenter at  
INSEAD University, World Bank,  
UN events

Cross-cultural relationship and  
team management

Startup fundraising and investor  
pitching

Blockchain application  
development using Ethereum  
and Energy Web Chain

Lean Six Sigma trained: Agile,  
Kaizen, Scrum

Project Management using Big 3  
Consulting Frameworks

## PROFILE

More than ever, we need innovators and leaders to embrace change and think differently to solve the world's wicked problems. My moonshot is to become a billionaire – defined by positively impacting a billion people, and I'm crazy enough to believe it's possible. So – I'm pursuing new companies, connections, and creations to make that happen.

## WORK EXPERIENCE

### STRATEGIC ADVISOR (INTERIM COO)

*NANA / Los Angeles, 2020 – Present*

- Serving as an interim Chief Operations Officer to support execution on a pilot collaboration for two strategic partners leading to PoC
- Responsible for fundraising for a \$2.5M Seed round, including negotiating contracts, advising on cap table structure, and liaising between investors and company management
- Building corporate communication strategy and marketing approach to build public profile and brand that is aligned to core mission

### CO-FOUNDER & MANAGING DIRECTOR

*Sindicatum Blockchain Technologies / Singapore, 2018 – Present*

- Oversaw the entire business launch including: legal incorporation, product-market fit assessment, whitepaper drafting, proprietary blockchain application development, MVP launch, PoC launch, live product, crypto exchange listing
- Responsible for marketing and PR initiatives including: conference speaker presentations, peer collaborations, & industry alliances
- Manage the customer sales and onboarding process, including all contract negotiations, terms, and subsequent customer relations
- Manage a 22-person team across 9 markets in Asia and the Middle East
- Promoted to Executive Leadership within 18 months; currently responsible for the entire global platform

### VICE PRESIDENT

*Sindicatum Renewable Energy / Singapore, 2018 – Present*

- Responsible for deal origination for new renewable energy and CleanTech investments
- Represent Sindicatum as a thought leader through keynotes and industry panels at conferences across Asia and Europe
- Sindicatum's only non-executive commercial/client-facing employee

## SKILLS

Strategic partnership development & relationship building

Pitch-decks, IMs, investment theses, fundraising

Investor relations, shareholder reporting, earnings reports

Operational and commercial diligence, efficiency optimization

Negotiations, sales, diplomacy

Press releases, copywriting, corporate communications

Market analysis & industry research

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## PASSIONS

Bio-hacking and health optimization

Extreme skiing, snowboarding and kiteboarding

Vagabonding & trekking

Environmental Protection through advocacy & fundraising

Community events – Burning Man, Summit Series, Habitas

Kurzweil, Kubrick, Noe, Huxley, Harari, Tolle, Leary

Writing about deep tech, psychology, and the future (check out my blog – [briannawelsh.com](http://briannawelsh.com))

## WORK EXPERIENCE CONTINUED

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### DIRECTOR, HEAD OF EMEA

*Horizn Studios / London, 2016 – 2018*

- Participated in venture-backed fundraising and managed investor relations for both Seed and Series A
- Leading UK and broader European market entry strategy including brand development, customer journey assessment, marketing, and strategic collaborations
- Responsible for market P&L, staffing and budgeting

### SENIOR ASSOCIATE, DEAL ADVISORY

*KPMG / New York, 2014 – 2016*

- Led 3-6 month commercial/operational diligence projects for international M&A deals
- Core member of project pitching team as well as executional responsibility for delivery team and client reporting
- Managed global team for post-merger integration deals including asset optimization and synergy assessments

### SENIOR ASSOCIATE, PRIVATE EQUITY

*KPMG / New York, 2012 – 2014*

- Project management of lean operations improvement and restructuring & turnaround of private equity client portfolios
- Applied Lean Six Sigma and PMI methodology for asset efficiency and optimization
- Focused on emerging markets and high-risk regions

### SALES CONSULTANT

*MELTWATER MEDIA / New York, 2010 – 2012*

- Sales consultant selling social media analytics for business insights
- Achieved 100% of sales targets, earning early promotion
- Upsold additional products to 50% of clients following initial sale

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## ADDITIONAL EXPERIENCE

### Qapla Advisors

*Founder, Managing Partner*

February 2020 – Current

### United Nations Development Program

*Humans of MY World Campaign, ASEAN Delegate*

September 2019 – Current

### Clinton Global Initiative

*Strategic Partnerships (sabbatical)*

2014