

PORTFOLIO

Strategy • Partnerships • Product • GTM • New Markets

Selected work across venture building, ecosystem growth, product infrastructure, strategic intelligence and category creation.



INTRODUCTION

Senior strategy and partnerships operator with 15+ years across global technology companies, high-growth ventures and founder-led products.

I build new markets through product strategy, GTM, strategic partnerships, ecosystem design and first-proof execution. My work tends to sit where the playbook has not been written yet.



Product Strategy

From concept to category positioning.



Partnerships

Commercial, ecosystem and enterprise alliances.



Venture Building

Founder-led products, studios and early-stage platforms.



New Markets

GTM, growth and expansion across Europe and beyond.

CURRENT VENTURES

Founding, building and positioning products, studios and platforms across AI, intelligence, travel and culture.

Tadle.com

Co-Founder · 2024-Present

White-label AI product infrastructure spanning model/API routing, agentic workflows, long-running sandboxes, plugins & skills monetization and dMCP.

Schuman Financial

Board Advisor & Early Investor · 2024-Present

Regulated agentic-payments venture thesis, control-plane beta, partner architecture and Series A evidence.

IOV

Founder · Strategic Intelligence Studio · 2012-Present

Founder-led studio for high-consequence decisions in markets still taking shape, combining frontier intelligence, product strategy, partnerships and first-proof execution.

Signal Atlas

Founder · Product & Strategy · 2026-Present

Cultural intelligence and city-discovery platform for Europe, combining editorial systems, local signals, maps and AI-assisted discovery.

Berlin Ramen Society

Co-Founder · Cultural Platform & Live Experiences

Independent hospitality and cultural platform spanning community, editorial, brand partnerships and live experiences. Fourth festival edition in development.

Operating Thesis

Across the portfolio

See change early, frame the opportunity, build the first proof, then create the partnerships and market architecture required for adoption.

OPERATING EXPERIENCE

Selected leadership across product strategy, growth, partnerships, ecosystem development and new-market expansion.

2019-PRESENT

Jun 2025-Aug 2026	Lemonade.social Co-Founder
2024-Present	Schuman Financial Board Advisor & Early Investor
Mar 2024-Present	Tadle.com Co-Founder
Apr 2023-Aug 2026	4pt.O Venture Labs Partner
Jun 2023-Jun 2025	Chainlink Labs Advisor to the Board
Sep 2022-Sep 2023	Binance / BNB Chain Head of Growth & Developer Relations
Jan 2022-Jan 2023	Bit2Me Launchpad Managing Director
Jan 2021-Jan 2022	Prosegur Crypto Head of Sales & Partnerships
Jun 2019-Feb 2021	Ontology Managing Partner, Europe

2011-2019

Apr 2018-Jul 2019	ConsenSys Ecosystem Growth Manager / Head of Growth, DACH
Feb 2017-Mar 2018	Medici Living / Quarters Head of Growth / Global Ecosystem Growth
2015-2017	WeWork Germany Head of Commercial
Jan 2012-Sep 2015	Start Quantum Managing Director / Co-Founder
Mar 2011-Apr 2012	McKinsey & Company Business Operations Associate

Parallel leadership

Celo Camp mentor (2022-2024), HTW Startup / InnoTechHub mentor (2022-2024), CryptoMondays Madrid co-founder (2020-2023), Berlin Film Society CMO (2018-2020), Blockrocket CMO (2019-2020).

Founder continuity

IOV has remained active since 2012 as the founder-led strategic intelligence studio connecting advisory work, operator experience and first-proof execution.

TADLE

AI PRODUCT INFRASTRUCTURE

Co-Founder • Product Strategy • GTM • Market Design

Building a white-label AI product infrastructure layer that lets teams assemble, route, run and monetize products across multiple model vendors.

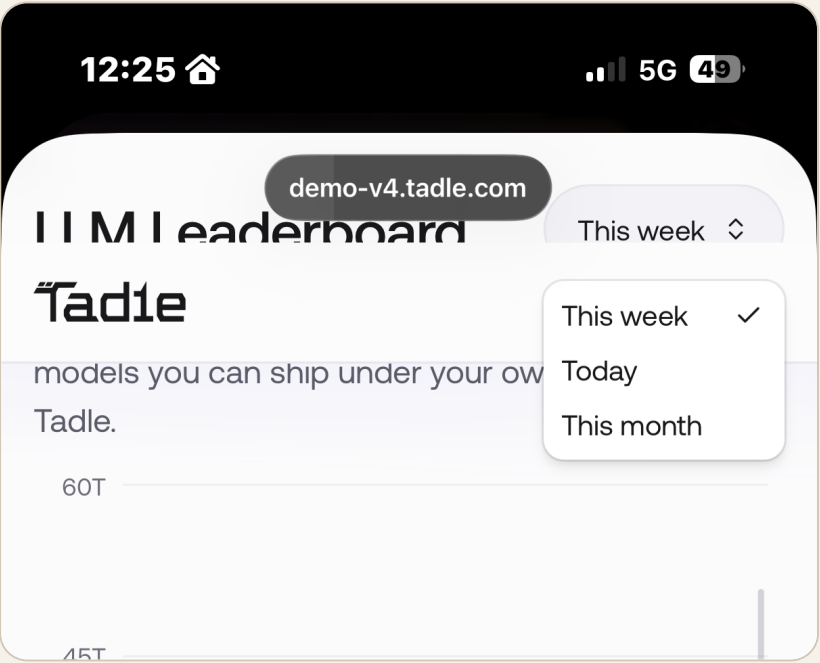
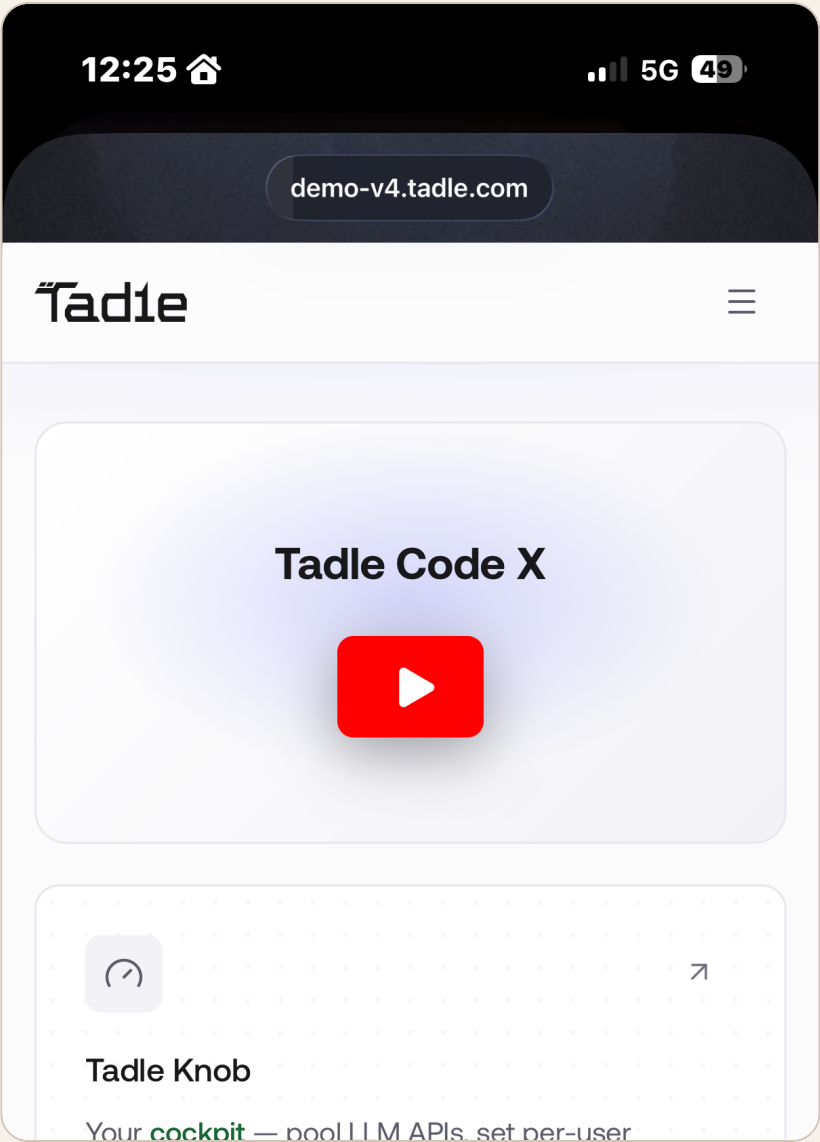
The stack spans **Tadle Code X** for agentic workflows, **Tadle Knob** for model/API routing and per-user economics, persistent long-running workspaces, a plugins & skills marketplace, and **dMCP**, a verified MCP-node network.

tadle.com

Code X

Knob

dMCP



Product thesis

- Multi-model routing and pooled APIs
- Persistent sandboxes for long-running agent work
- Plugins, skills and monetization
- White-label deployment for product teams

SIGNAL ATLAS

CULTURAL INTELLIGENCE PLATFORM

Founder • Product & Strategy

A city-discovery and cultural intelligence platform for Europe, combining editorial systems, local signals, maps, recommendations and AI-assisted discovery.

Highlights

- Built the brand, product concept and editorial system
- Created a city-first framework for cultural guides and local signals
- Developing discovery formats across travel, hospitality and lifestyle
- Selected focus: Lisbon, Berlin, Rome, San Sebastián and Belgrade

signalatlas.guide

culture

travel

signals



BERLIN RAMEN SOCIETY

CULTURAL PLATFORM & FESTIVAL

Co-Founder

Independent hospitality and cultural platform built around community, editorial energy, Japanese food culture and live experiences.

4th
festival edition in development

15,000
expected attendees

Platform
Food culture, brand collaborations, community programming and editorial.

Scale
Built as a repeatable cultural property with room to expand beyond Berlin.

- berlinramensociety.de
- hospitality
- live experiences

JIRRE

Project

RLIN RAMEN SOCIETY

PLATFORM & FESTIVAL

ciety is an independent hospitality and built around community, editorial energy ces.

val edition opment

15,000 expected attendees

Platform spans food culture, brand collaborations and community programming

Built as a scalable cultural property with room for expansion beyond Berlin

/ • hospitality • editorial • live experiences

n/johnizaguirre |  bio.site/JohnIzaguirre

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GROWTH & ECOSYSTEM LEADERSHIP

01 · BINANCE / BNB CHAIN

Head of Growth & Developer Relations · Sep 2022–Sep 2023

- Architected and launched Zero2Hero, a global bootcamp → hackathon → incubator builder funnel.
- Lead BNB Chain POC and keynote speaker at ETHDenver 2023; drove ecosystem partnerships and builder adoption.
- During tenure, BNB Chain crossed 230M+ unique addresses and reached 2.2M peak daily active users.

02 · CHAINLINK LABS

Advisor to the Board · Jun 2023–Jun 2025

- Co-architected the early BUILD growth model across project scouting, strategic partnerships, market positioning and incentive design.
- By Nov 2023, Chainlink publicly described BUILD as a group of 70+ startups.

Lemonade.social

Board Jan–Jun 2025 · Co-Founder Jun 2025–Aug 2026

200k+ users, \$2m+ ticketing volume and \$830k enterprise revenue across the wider product story.

4pt.O Venture Labs

Partner · Apr 2023–Aug 2026

Strategic partnerships, venture support and flexible technical execution across emerging technology projects.



Operator proof

Builder programs, ecosystem distribution, live-market activation, strategic partnerships and executive rep

ENTERPRISE, IDENTITY & INFRASTRUCTURE

Ontology Europe

Managing Partner · Jun 2019–Feb 2021

- Led European growth, partnerships and market development around decentralized identity and data.
- Drove Europe-side adoption of the 2020 ONTO relaunch and Daimler Mobility / Mercedes-Benz MoveX + Welcome Home using ONT ID.
- ONT traded in the global top 20 by market cap during the period; Wing Finance surpassed \$200M TVL in 2021.

Prosegur Crypto

Head of Sales & Partnerships · Jan 2021–Jan 2022

Commercial strategy and institutional partnerships around regulated digital-asset custody.

ConsenSys · DACH

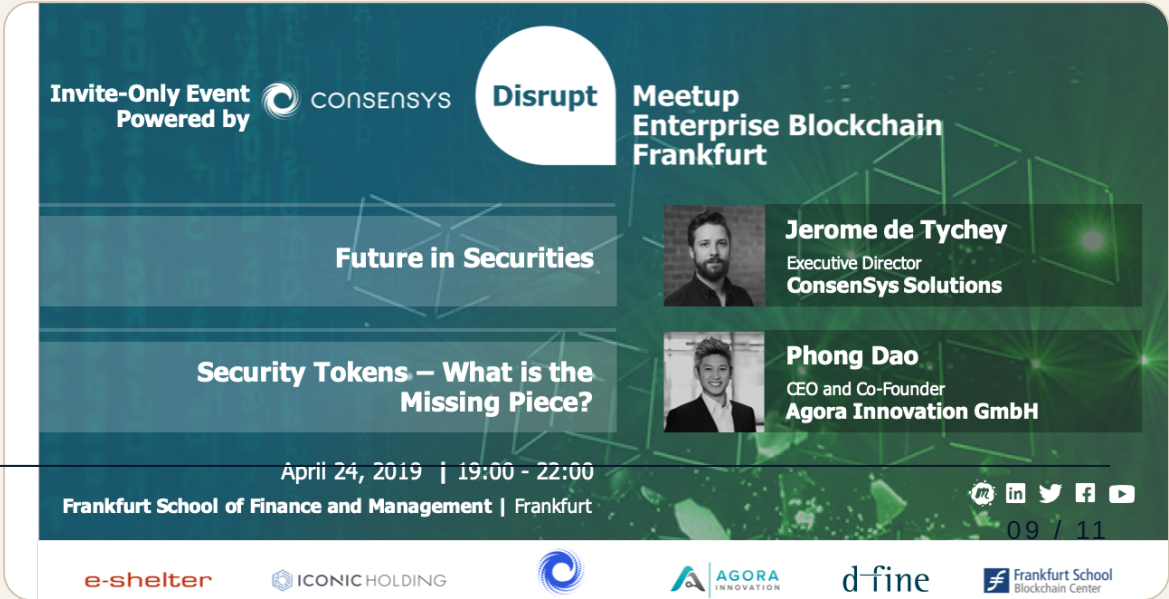
Ecosystem Growth / Head of Growth · Apr 2018–Jul 2019

- Built the DACH enterprise and developer ecosystem.
- Ran workshops and partner activations with Henkel, Porsche Labs, Lufthansa, KPMG, Siemens, PegaSys, uPort and Viant.
- Authored the Developer Tools booklet and co-authored the Blockchain Business Networks report.

Bit2Me Launchpad

Managing Director · Jan 2022–Jan 2023

Launchpad strategy, market positioning, partner development and early-stage opportunity development across Europe and Latin America.



ADVISORY & OPERATING FOUNDATIONS

ADVISORY & MENTORING

Schuman Financial

Board Advisor & Early Investor · 2024–Present

Agentic-payments venture thesis, control-plane beta, partner architecture and Series A evidence.

Chainlink Labs

Advisor to the Board · 2023–2025

Ecosystem strategy, strategic partnerships and BUILD formation.

Celo Camp

Mentor · Oct 2022–Aug 2024

HTW Startup / InnoTechHub

Mentor · Sep 2022–Mar 2024

EARLIER CAREER

WeWork Germany

Head of Commercial · 2015–2017

Commercial leadership during rapid DACH expansion.

Medici Living / Quarters

Head of Growth / Global Ecosystem Growth · Feb 2017–Mar 2018

Growth, product thinking and ecosystem expansion across flexible living.

Start Quantum

Managing Director / Co-Founder · Jan 2012–Sep 2015

Built a geolocation venture across product, commercial strategy and partnerships; later acquired by Green Dot Corporation.

McKinsey & Company

Business Operations Associate · Mar 2011–Apr 2012

Early foundation in structured thinking, operational rigor and executive-level problem solving.

THANK YOU

Thank you for your time and consideration. I would be glad to discuss opportunities across strategy, partnerships, product and venture building.

Lisbon, Europe

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Links

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