

SOORYA PARAMESWARAN

LEAD BUSINESS EXECUTION CONSULTANT | DIGITAL ASSETS PRODUCT & STRATEGY | CIB OPERATIONS

Cleveland, OH | Open to Charlotte, NC relocation within 2 weeks | On-site / Hybrid
(626) 476-1687 | Sooryarp@gmail.com | LinkedIn: linkedin.com/in/soorya-parameswaran-365bba11b

PROFESSIONAL SUMMARY

Digital assets product and strategy leader with **5+ years of Business Execution, implementation, and strategic planning experience** across tokenization, stablecoins, DeFi, and blockchain infrastructure. Led **end-to-end delivery** of 20+ products across 13+ L1/L2 networks, defining **target-state capabilities, roadmaps, business requirements, milestones, dependencies, delivery governance, risk and control frameworks, and value-realization metrics**. Directed cross-functional execution across Technology, Operations, Product, Legal/Compliance, Risk, and Finance. Skilled at translating distributed-ledger concepts - including permissioned versus permissionless networks, smart contracts, and on-/off-chain processing - into scalable operating models and clear decisions for senior leaders and non-technical audiences. M.S. Finance; U.S. citizen; no visa sponsorship required.

CORE QUALIFICATIONS

Business Execution & Product/Project Management: End-to-end program delivery across complex, enterprise-wide transformation initiatives; implementation; target-state definition; product roadmaps; business requirements; milestones; risk and dependency management; integration sequencing; onboarding; downstream dependencies; delivery governance; issue resolution; value realization and KPI tracking.

Digital Assets, Tokenization & Crypto Market Structure: Tokenization and RWAs; stablecoins; DeFi and AMMs; wallets and custody; settlement models; smart contracts and token standards; distributed-ledger technology; permissioned vs. permissionless networks; on-/off-chain processing; L1/L2 ecosystems.

Operations, Risk & Control Frameworks: Scalable operating models; operational risk and controls; reconciliation; KYC/AML; VASP; payment-transmitter and merchant-of-record requirements; cross-border and jurisdictional compliance; third-party and vendor risk.

Market Infrastructure & Securities Processing: Applied experience with tokenized RWA issuance, custody, and settlement workflows; familiarity with institutional market infrastructure, DTCC, Broadridge, and the end-to-end securities lifecycle.

Stakeholder Leadership, Analytics & Tools: Cross-functional execution across Technology, Operations, Risk, Finance, and Legal/Compliance; senior-leader influence in matrixed environments; executive communication; financial modeling; structured problem solving; Microsoft Excel (advanced), PowerPoint, Word, Outlook, and Teams.

PROFESSIONAL EXPERIENCE

Digital Asset Product & Technology Consultant (Contract)

FUXI Trading Co. and CaseHub | Remote | Jul 2025 - Present

- **Target-state product strategy:** Lead product strategy for a non-custodial stablecoin payments platform, defining the target-state operating model, roadmap, business requirements, end-to-end on-chain settlement, off-chain reconciliation, controls, and implementation dependencies.
- **Risk and control framework:** Partner with legal counsel to translate VASP, payment-transmitter, merchant-of-record, cross-border stablecoin, KYC/AML, and jurisdictional requirements into scalable operational controls, risk decisions, and go-to-market design.
- **Value realization and executive communication:** Build business cases, KPI frameworks, and executive-ready decision materials; designed operating systems that increased one client's monthly recurring revenue from \$30K to \$90K+.

Co-Founder & CEO / Head of Product Execution

JuiceVendor Labs Inc. (Platform acquired by Neural AI, 2025) | Cleveland, OH | May 2023 - Oct 2025

- **End-to-end program delivery:** Accountable for product and project management across 20+ digital asset applications serving 150+ business clients on 13+ L1/L2 networks; defined target-state capabilities, roadmaps, requirements, milestones, testing, launch readiness, and post-launch optimization.
- **Delivery governance:** Directed a 16-person Technology, Product, and Operations organization plus 20+ client-facing contributors; established operating cadence, managed scope and change control, tracked risks and dependencies, and drove decisions across concurrent workstreams.
- **Operational architecture and controls:** Translated smart contracts, wallets and custody, APIs, on-chain data, permissionless networks, and off-chain business processes into scalable requirements, integration sequencing, controls, and production-support workflows.
- **Cross-functional execution:** Coordinated Technology, Operations, Legal/Compliance, Finance, external vendors, and executive stakeholders through partner onboarding, L1 protocol changes, issue resolution, and downstream dependencies.
- **Value realization:** Built financial models and business cases and tracked adoption, retention, utilization, revenue, and transaction volume; supported 400,000+ users, \$500K+ ARR, eight profitable quarters, and \$10M+ flagship DEX volume in H1 2025.
- **Transformation leadership:** Led seller-side due diligence and a six-month post-acquisition integration with Neural AI, aligning product, operations, customers, vendors, and executive stakeholders through a complex business transition.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Engagement Manager (Contract)

Phygital Inc. - Tokenized Real-World-Asset Platform | Remote | Jan 2024 - Mar 2025

- **Tokenization program execution:** Led cross-functional delivery and partner integration for a tokenized RWA marketplace that scaled from \$5M to \$225M+ in transaction volume; managed custody, settlement, participant workflows, and operational delivery for 15,000+ users.
- **Requirements and issue management:** Resolved 1,000+ escalated issues, identified recurring workflow and operational gaps, and translated findings into product requirements, prioritization, and post-launch improvements.

Co-Founder, Head of Business Development & Corporate Affairs / Interim CEO

DAHS Inc. - Solana Tokenized-Asset Startup | United States | Nov 2021 - May 2023

- **Digital asset program delivery:** Coordinated engineering, operations, marketing, legal, and external partners to launch tokenized-asset products; increased platform transaction volume by \$1M+ in the first month and reported progress and business impact to executive stakeholders.
- **Product and market structure:** Co-designed the token/NFT economic model and smart-contract-enabled mechanics for a 5,555-item collection; managed issuance, distribution, participant incentives, and launch execution.
- **Integration sequencing and onboarding:** Onboarded and integrated Solana Foundation, Magic Eden, Alchemy, CrossMint, The Sandbox, Phantom, Bloomverse, and Benzinga, managing multi-party commercial and technical dependencies.
- **Governance, risk, and finance:** Developed business cases, investor materials, data-room documentation, and executive updates supporting a \$2.5M SAFE financing within 90 days; managed investor KYC, accreditation, and legal documentation.

Strategic Growth Advisor / Business Strategy Analyst

RobinHood Swaps - DeFi/AMM Platform (No affiliation with Robinhood Markets) | Remote | Feb 2021 - Nov 2021

- **Crypto market structure and product economics:** Designed the protocol's first on-chain incentive mechanism; total value locked grew from \$1.2M to \$3M+ in BUSD stablecoin.
- **Analysis and risk communication:** Built models evaluating supply and demand, pricing sensitivity, liquidity incentives, and risk tradeoffs and drafted compliance and disclosure materials for customer-facing financial products.

EDUCATION

Master of Science in Finance | Case Western Reserve University, Weatherhead School of Management | 2022

Relevant coursework: Financial Modeling, Corporate Financial Analysis, Investment Management, Derivatives and Risk Management, Empirical Finance, Financial Strategy and Value Creation

Bachelor of Arts in Economics | Case Western Reserve University, College of Arts and Sciences | 2021

ADDITIONAL INFORMATION

Digital asset knowledge: Tokenization/RWAs, stablecoins, crypto market structure, custody and settlement, smart contracts and token standards, DEX/AMM mechanics, L1/L2 and distributed-ledger platforms, on-chain data and oracles, and 13+ blockchain ecosystems.

Technology and analytics: Microsoft Excel (advanced), PowerPoint, Word, Outlook, Teams; SQL, Python, R; financial modeling, KPI dashboards, API integration, and AI systems.

Industry and communication: 150+ digital asset industry relationships; actively track market structure, tokenization, and stablecoin developments. Ranked 6th nationally at the 2017 NFA Speech & Debate National Finals; four languages including ASL.

Availability: Open to relocate to Charlotte, NC within two weeks of an offer; available for on-site or hybrid work. U.S. citizen and authorized to work without sponsorship.