

NICO MAROTTA, MSD

Institutional & Ecosystem Operations Executive

Digital Assets · BTCfi · Strategic Partnerships · Governance · Institutional Adoption · AI-Native Operations

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EXECUTIVE SUMMARY

Operations and ecosystem executive who joined a Bitcoin DeFi protocol as a founding team member and helped take it from pre-launch to acquisition. Progressed through three roles in under two years to lead institutional onboarding, DAO governance operations, strategic partnerships, and a 15+ person distributed team, building the trust and operating systems that institutions, partners, and a 50,000+ member community relied on. Known for creating structure inside ambiguity, translating complex infrastructure into clear adoption journeys, and pairing that with AI-native workflows that let a lean team operate at scale without outside vendors. Five years across Bitcoin, DeFi, and DAO governance, grounded in a decade of teaching that built the communication and adoption craft underneath it all.

CORE LEADERSHIP CAPABILITIES

Ecosystem Strategy & Operations · Institutional Adoption & Allocator Engagement · Strategic Partnerships & Business Development
DAO Governance & Multisig Coordination · Community-Led Growth & Retention · Partner & Customer Success
Executive Reporting & Analytics · AI-Native Operations & Agent Workflows · Distributed Team Leadership
Program & Onboarding Design · Risk & Crisis Communications · Events & Field Activation · Stakeholder Management

PROFESSIONAL EXPERIENCE

ACRE (acre.fi)

Remote · 2 yrs 3 mos

Bitcoin DeFi protocol; BTC yield and vault infrastructure. Founding team member; joined pre-launch and served through the protocol's acquisition by Hypersurface, June 2026.

Head of Institutional & Ecosystem Operations

Jan 2026 – Jun 2026

- Built and ran institutional onboarding for family offices, allocators, and professional digital-asset firms, designing the diligence workflows, structured engagement, and risk and technical briefings that moved allocators from interest to participation.
- Directed Acre Security Council operations: a nine-member elected governance body on a 6-of-9 quorum overseeing multisig security and protocol upgrades, serving as the trust bridge between engineering, contributors, and institutions.
- Produced the executive reporting the company ran on, delivering weekly dashboards, monthly reviews, and quarterly reports directly to the CEO across independent operating budgets for community, events, and support.
- Led all ecosystem and community operations (50,000+ members, roughly 46,600 active) and a 15+ person distributed global team against defined growth, retention, and engagement targets.
- Served as Acre's primary external voice across conferences, podcasts, and community calls through the acquisition.

Community Lead (promoted from Community Manager)

Jan 2025 – Jan 2026

- Grew the community from launch to 50,000+ members (roughly 46,600 active) with zero paid acquisition spend, one of the largest zero-cost communities in BTCfi.
- Hired and led a 15+ person distributed team (10 moderators plus shift leads across content, design, events, and support), building a 24/7 operation that held engagement and retention to target.
- Designed and built Acre's 24/7/365 customer support hub, a triage and escalation system with priority-based pager routing that resolved user requests around the clock and shielded senior engineers from moderator-level work, raising efficiency across the product stack.
- Operationalized the Acre Security Council, the elected governance framework that later underpinned institutional trust.
- Represented Acre at 8 conferences in 2025 (including ETH Phoenix and Bitcoin Vegas) and hosted weekly community calls averaging 50 to 75 live participants, 100 to 250+ for featured sessions.

Community Manager, Acre (incubated at Thesis)

Apr 2024 – Jan 2025

- Hired before Acre had a public presence to start its community and trust layer from zero across Discord, X, and Telegram through protocol formation and pre-launch.
- Designed the onboarding, moderation, and support frameworks and set the culture that carried through the company's spin-out from Thesis.
- Partnered across product, engineering, and marketing to turn a pre-launch protocol into something new users could understand and trust, seeding the growth that later scaled past 50,000 members.

THRESHOLD NETWORK

Contract, Remote

Decentralized protocol and DAO, formed by the first major on-chain hard merge in crypto history (Keep Network + NuCypher).

Elected DAO Contributor, Governance

Sep 2022 – Mar 2025

- Won a token-holder election to a compensated governance role, contributing to proposals, voting, and community coordination across a decentralized token-holder base through the merger and beyond.
- Represented Threshold in the ecosystem, including leading its sponsored Bitcoin workshop and presenting, mentoring, and judging at Encode's hacker house during Devcon 2024; built governance frameworks later applied to Acre's Security Council and institutional trust layer.

TAHO

Contract, Remote

Open-source, community-owned Ethereum wallet built by Thesis (the studio that later incubated Acre).

Community Call Host & Ecosystem Delegate

Aug 2021 – Apr 2024

- Grew from early contributor to weekly community call host and governance delegate, representing Tahoe publicly as its ETHDenver ambassador and running Discord community operations through a period of rapid growth.
- Led the Tahoe x Across campaign, a cross-community quest activation across Discord and Twitter, and built the engagement metrics and contributor onboarding that supported scale.

KEEP NETWORK (tBTC)

Contract, Remote

Bitcoin-to-Ethereum interoperability; the origin of the tBTC bridge and Nico's entry into Bitcoin infrastructure.

Incentivized Testnet Participant & Ecosystem Contributor

Mar 2020 – Jul 2021

- Top-ranked participant in "Playing for Keeps," the incentivized testnet behind tBTC (one of the first decentralized Bitcoin-to-Ethereum bridges); awarded 50,000 KEEP tokens as a program winner, ran the full staking lifecycle, and served as an early tBTC test minter before Keep merged with NuCypher to form Threshold.

EARLIER EXPERIENCE: EDUCATION & INSTRUCTIONAL LEADERSHIP

A decade of accredited teaching that built the communication, onboarding, and trust craft applied across every digital-asset role: taking people from skepticism to confident participation in an unfamiliar system.

Assistant Professor of Practice, Interior Design • Northern Arizona University

Jan 2023 – Jun 2023

- Led the undergraduate Senior Design Studio for the graduating class, bringing industry practice into the classroom across curriculum delivery, capstone development, and professional presentation readiness.

Instructor, Interior Design & Architectural History • Mesa Community College

Jan 2010 – Dec 2020

- Taught undergraduate design and space-planning coursework for a decade, guiding students with no prior experience to professional-level competency through structured curriculum and mentorship.
- Designed and launched one of the program's first fully online curricula, moving students and faculty onto an unfamiliar format, the earliest version of the adoption work that defines the rest of my career.

SPEAKING & INDUSTRY REPRESENTATION

30+ conferences worldwide (2021–2026) across Acre, Threshold, and Tahoe, frequently as a one-person event operation from booth logistics to keynote stages. Selected engagements:

- ETH Denver 2023 • Speaker, Threshold Network
- Encode Bitcoin Hacker House at Devcon 2024, Bangkok • Workshop Lead, Presenter & Judge, Threshold
- ETH Phoenix 2025 • Protocol Presenter, Acre | Bitcoin Vegas 2025 • Host, Acre side event
- EthCC 2025, Cannes • Acre representative and side-event co-host | Arizona Tech Week 2026 • Presenter

EDUCATION

Master of Science in Design (Interior Design), Summa Cum Laude, Arizona State University

Thesis selected for the 2014 ALA Annual Exhibition; ProQuest Top-10 Most Accessed Theses award.

Bachelor of Science in Interior Design, Cum Laude, Arizona State University

TECHNOLOGY & TOOLS

AI & Automation: Claude (Projects, API, agent workflow design), AI-assisted reporting and research synthesis, operational automation, Vercel deployment, ChatGPT, Gemini, Perplexity, GitHub Copilot

Governance & Digital Assets: DAO governance, Snapshot voting, Gnosis Safe multisig, BTCFi protocols, tBTC, Threshold Network

Operations & Analytics: KPI dashboard design, Discord Insights, Statbot, Mava, Galxe, Notion, Airtable, Slack, Google Workspace, Figma

Community & Engagement: Discord (architecture, automation, analytics), Telegram, X, LinkedIn, Drip.RE