NABIH MOUSSALLY

Head of Marketing · Brand Architect · Revenue Strategist

Web3 · AI · Fintech · Gaming · iGaming · IP · Digital Gold · Luxury Assets

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EXECUTIVE SUMMARY

Head of Marketing and Brand Architect with 13+ years owning the full revenue engine — from brand identity and market positioning to GTM execution, pipeline conversion, and P&L accountability — across Web3, AI, Fintech, Gaming, iGaming, and luxury asset classes. Managed $28M+ in annual marketing budgets with direct accountability to growth targets across EMEA, APAC, and LATAM.

Built and led remote-first international marketing teams across 8+ time zones, scaling from zero to 14-person cross-functional orgs. Operates at C-suite level: presents strategy to boards and group leadership, aligns product, sales, and technology teams around brand and revenue objectives, and has repeatedly taken marketing from brief to market with no layer above.

Brand-first, market-creation operator: built brand architectures for luxury gold assets, entertainment IPs (Paramount, Williams F1, Universal Music), Web3 protocols, fintech wallets, and gaming ecosystems — and created demand for product categories that did not exist. AI-native: deploys generative AI across the full production stack and builds autonomous multi-agent marketing workflows.

Proof of scale: $5.7M digital asset revenue in 14 days · 700K+ community from zero · 56% user growth in 8 weeks · 3M players in 5 days · 40M users onboarded via telco partnership · 5 token launches · $28M+ budget managed · 2 IPs acquired by Animoca Brands

CORE COMPETENCIES

Revenue Architecture & P&L Ownership · Brand Architecture & Storytelling · Go-to-Market Strategy · Market Creation
C-Suite & Board-Level Communication · International Team Leadership (EMEA · APAC · LATAM) · Cross-Functional Alignment (Marketing · Product · Sales · Tech) · Budget Management ($28M+)
Token Launch (TGE) & Tokenomics · Product Launch · Community-Led Growth · User Acquisition (UA)
Performance Marketing · KOL & Influencer Strategy · Funnel Optimisation · Growth Loops & Retention
AI-Native Marketing Operations · Generative AI Brand Production · Multi-Agent AI Workflows · LLM-Powered Strategy & Content
Web3 · DeFi · NFT · Metaverse · GameFi · Play-to-Earn · iGaming · Fintech · Crypto · Digital Payments · Digital Gold · Luxury Assets · HNWI
IP Development & Entertainment Marketing · Luxury Brand Marketing · Cross-Cultural Brand Building · Emerging Markets (SEA · MENA · Korea · LATAM)

PROFESSIONAL EXPERIENCE

Group Head of Marketing | DuBois Gold · Lexim · DAU | Sampoerna Group · Zug, Switzerland / Remote

Nov 2025 – Present

Sole marketing leadership across three financial product verticals within the Sampoerna Group portfolio — a conglomerate established in 1913 operating across 15+ countries. Full P&L ownership across all three brands. Presents strategy to group leadership and principal investors.

DuBois Gold — Swiss-regulated physical gold, HNWI segment

- Owns full brand architecture and revenue strategy — identity, positioning, acquisition funnel, conversion architecture, and client retention for HNWI clients (net worth $2M–$7M+).
- Built brand narrative: Swiss regulatory credibility + Sampoerna Group institutional trust + Since 1913 provenance — positioning gold ownership as a generational wealth instrument.
- Designed KBAR product launch strategy and physical-to-digital conversion arc. Architected agent/referral acquisition model for EU/Germany, UAE, Indonesia, Malaysia, and Singapore.

- Presented full 18-month marketing and revenue strategy to Sampoerna Group leadership, securing budget and alignment across three market verticals.

Lexim — Digital gold trading platform, LBMA-grade Swiss gold, Asia-Pacific

- Building brand identity and GTM positioning Lexim as the institutional-quality digital liquidity layer for physical gold across Hong Kong, Singapore, Indonesia, and Malaysia.

DAU — Fractional digital gold savings, emerging middle class (SEA · Middle East)

- Built and presented full product marketing framework to Sampoerna Group leadership — brand positioning, GTM phasing, audience segmentation, revenue model, and market entry sequencing.
- Defined the product category from scratch: fractional gold ownership as a savings behaviour for markets where banking penetration is low and inflation anxiety is high.

Portfolio: *sponge-walrus-74c.notion.site/nabih-moussally*

Head of Marketing | M88.io | Web3 Gaming & Casino · Remote

2025 – Present

- Owns brand strategy, performance marketing, and user acquisition revenue targets for a global Web3 gaming and casino platform.
- Built growth loops connecting Web3 token incentive mechanics with casino and gaming retention — driving acquisition cost efficiency and lifetime value.

Head of Marketing | InPlay Cricket (IPC) | Sports & Live Betting Platform · Remote

2025 – Present

- Built full brand identity, GTM strategy, and performance marketing architecture for cricket-dominant markets — India, Pakistan, Bangladesh, Sri Lanka, UAE, UK.
- Owns market entry sequencing and revenue acquisition targets across APAC and MENA priority markets.

Head of Marketing, APAC & LATAM | Superduper | IP & Web3 Gaming · Remote

Mar 2024 – Present

Superduper: Web3 entertainment IP builder on a mission to onboard the first billion users.

► 3M players in 5 days · $SOMO token sale ~$20M · $PORTAL listed on Binance ($29M raised) · 2 IPs acquired by Animoca Brands

SOMO — Acquired by Animoca Brands, January 2026

- Built full brand architecture from zero — identity, narrative, community strategy, token launch ($SOMO, ~$20M public sale), NFT collection, and KOL partnerships.
- Defined SOMO as a cultural operating system for collectibles — brand acquired by Animoca Brands (January 2026), integrated alongside The Sandbox into their global Web3 ecosystem.
- Tap Tap Trips: Created market demand for a new gaming category — 3M players in 5 days from a standing start.

Portal ($PORTAL) — Supported by Animoca Brands, 2025

- Built brand strategy and GTM for Portal — cross-chain Web3 gaming ecosystem raising $29M, launching $PORTAL on Binance (February 2024), connecting 200+ games across Polygon, Avalanche, Solana, and Klaytn (South Korea).
- Led Asia and Korea market focus via Klaytn blockchain integration. Partnerships: LayerZero Labs, WME, Space Nation, Oxya Origin. Portal Pay, Hub, and Wallet all merged under unified ecosystem post-Animoca partnership.
- Portal rebranded as Portal 2.0 in 2025 — AI-native game creation platform under Animoca Brands support.

Spark ($SPARK) — Web3 Trading Automation Platform

- Built brand and GTM for Spark — Web3 trading automation platform ('Zapier meets TradingView for crypto'). Telegram-first bot evolving into a full AI autonomous trading agent platform.

Portfolio: *sponge-walrus-74c.notion.site/nabih-moussally*

Head of Marketing — Advisor | The Binary Holdings | Web3 Telco · Bangkok / Remote

Oct 2023 – Aug 2024

► **40M users onboarded via Indosat partnership · $BNRY token launch · APAC & LATAM strategy**

- Led the largest Web3 user onboarding campaign in APAC: Indosat partnership activating 40 million wallets. Owned $BNRY token launch narrative, community, and exchange listing campaigns.
- Built full marketing function: team, agency partnerships, content pipeline, and performance reporting.

Head of Marketing — Advisor | NEST® | NFT Marketplace Mobile DApp · London / Remote

Nov 2022 – Nov 2023

Concurrent advisory engagement alongside Terra Virtua. Acquired by The Binary Holdings.

- Built brand, DApp launch, and token launch ($VLRY) from zero. Enterprise clients included Visa (digital wallet UX).

Head of Marketing Campaigns | Terra Virtua | NFT, Metaverse, Gaming, VR/AR · London / Remote

May 2022 – Sep 2023

► **$5.7M in digital asset revenue in 14 days · Team of 14 · Paramount · Williams F1 · Universal Music**

- Created the revenue strategy and demand-generation narrative for Cardano metaverse land — $5.7M in 14 days with zero paid acquisition. Built scarcity architecture, community pre-heat, and KOL sequencing.
- Developed brand entry narratives for Paramount (Godzilla vs Kong, Pacific Rim), Williams F1, Universal Music, Legendary, and Dynamite Comics into the Web3/metaverse space. Led team of 14.

Portfolio: *sponge-walrus-74c.notion.site/nabih-moussally*

Head of Marketing | Coinpass | Crypto Trading & NFT Exchange · London, UK

Aug 2021 – May 2022

► **Full rebrand in 41 days · 56% user growth in 2 months · 48% ROI improvement · Team 3→9**

- Led full brand overhaul (identity, positioning, tone of voice, platform) in 41 days. Launched trading platform and mobile app (iOS + Android) in 45 days.
- Delivered 56% user growth in 8 weeks. Built international team from 3 to 9 (remote). Europe expansion: Spain and Portugal.

Marketing Manager | Seedify.Fund | Blockchain Gaming, IGO Launchpad · Remote / EMEA

Nov 2019 – Dec 2021

► **700K+ community from zero · 226% Twitter growth · $SFUND top-400 token launch · $3M budget**

- Owned EMEA marketing strategy — grew community from zero to 700K+, contributing directly to $SFUND top-400 token performance. Managed 200+ creator influencer programme.

Marketing Manager / Product Manager | areeba | Fintech & Payments (M1 Group) · Beirut / MENA

Jan 2019 – Feb 2021

areeba: fintech company building smarter payment solutions for banks, financial institutions, and merchants across MENA and Africa.

► **+63% sales revenue (2019) · +47% customer base via loyalty · 3-country launch · $1.9M budget owned**

- Owned B2B, Government, and B2C revenue targets across Lebanon, Iraq, Rwanda, Botswana, and Qatar — direct accountability to growth metrics and expansion milestones.
- Product Owner and ScrumMaster for 4 digital products: Zaky (wallet app), Youth App, Simplify (e-commerce), Dots Loyalty — aligning marketing, product, and tech around shared revenue goals.
- Presented to and signed Central Bank of Iraq — government-level strategic pitch with full commercial accountability.

- VIA by Areeba & MasterCard: +68% growth in 4 months. Loyalty programme: +47% customer base. Launched in Iraq, Egypt, and Qatar.

Marketing & Communications Manager | **M1 Group** | *Jan 2017 – Jan 2019*
Multi-Sector Conglomerate · Beirut, Lebanon

► **4 brands relaunched · +34% sales · +2PP market share · 58% budget reduction · $28M+ budget**

- Owned brand strategy and P&L across MTN, Swiss Airlines, Façonnable, Pepe Jeans, Hackett London, Victorinox, J Sainsbury, and FMCG portfolio. 41 events managed.
- FMCG/Dairy relaunch: +2% market share, +12% category share, +$280K revenue. Real Estate MENA marketing and sales strategy.

Chief Marketing Strategist | **National Election Campaign** | *Jan 2018 – Dec 2018*
Office of the Prime Minister · Beirut, Lebanon

► **Highest voter score in constituency · +73% ROI · Team of 11**

- Owned full brand narrative, messaging architecture, and multi-channel campaign execution for a national election — digital, media, events, PR, and crisis communications.

EDUCATION, CREDENTIALS & LANGUAGES

Bachelor's Degree — Marketing and Advertising | Saint Joseph University of Beirut | 2008–2012
Certifications: ScrumMaster Certified · Product Launcher Certified
Languages: English · French · Portuguese · Arabic

AI & MARKETING TECHNOLOGY STACK

Generative AI — Visual: Full brand creative production and campaign assets using AI visual generation tools — eliminating agency dependency
Generative AI — Video & Production: AI-assisted video content, brand films, and motion assets at speed and scale
LLM Strategy & Content: GTM frameworks, brand narrative, competitive intelligence, and content strategy — AI-powered and human-directed
Multi-Agent Marketing Workflows: Builds and deploys autonomous AI marketing agent pipelines — content, community management, reporting, and research automation
MarTech & Analytics: Marketing automation · Attribution modelling · CRM · Community platforms (Discord · Telegram · Twitter/X) · Analytics dashboards

DOMAIN EXPERTISE

Web3 · DeFi · NFT · TGE / Token Launch · Tokenomics · GameFi · Play-to-Earn · Metaverse · Blockchain · Crypto Exchanges · iGaming · Sports Betting · Fintech · Digital Payments · Digital Gold · Luxury Assets · HNWI Marketing · AI Product Marketing · IP Development · Entertainment Marketing · FMCG · Real Estate · B2B2C · Emerging Markets (SEA · MENA · Korea · LATAM · EMEA)