

Neil Sisson

Product Marketing & Growth Leader | Web3 & Solana Ecosystem

CORE FOCUS

Narrative-led growth, token launch strategy, and product marketing for high-velocity Web3 teams.

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PROFILE

Crypto-native CMO with 9+ years in Web3, specializing in product marketing, growth strategy, and go-to-market execution for blockchain protocols and infrastructure projects. Grew Hivello from zero to 100,000 active DePIN nodes in under 6 months. 4-time TGE/token launch CMO, including an IEO that sold out in 90 seconds and an IDO with 8.9x oversubscription. Created DePIN Coffee Hour, now the leading DePIN podcast with 4M+ views in 12 months. Solo-built TokenVerdict.com, a Solana-based token economy analysis app helping founders and investors evaluate pre-TGE tokens and the quality of their buy/sell pressure mechanics. Full-stack marketer who combines narrative strategy with data-driven execution to ship measurable results.

REFERENCE SNAPSHOT

"Neil doesn't run campaigns; he builds movements. He translates complex blockchain concepts into compelling narratives that drive real adoption - no hype, just results. What sets Neil apart is his bias toward action. He ships, learns, and iterates rapidly, adapting strategies in real time to Web3's fast-moving environment."

Simon Crean, Chief Product Officer, Hivello

KEY ACHIEVEMENTS

100k

ACTIVE NODES IN UNDER 6 MONTHS

8.9x

IDO OVERSUBSCRIPTION

90s

IEO SELLOUT

4M+

VIEWS IN 12 MONTHS

EXPERIENCE

Chief Marketing Officer - Hivello

DEC 2024 - FEB 2026

DePIN Aggregator | Amsterdam (Remote)

- Scaled user base from 0 to 100,000 active nodes in under 6 months through product-led growth and community activation.
- Owned the full marketing function: brand positioning, communications, community growth, content strategy, and paid acquisition.
- Directed multi-launchpad strategy for IDO/TGE and coordinated token launch narrative across 3 platforms.
- Designed onboarding funnel and retention architecture, reducing churn by optimizing user activation loops.

Creator & Host - DePIN Coffee Hour

FEB 2025 - PRESENT

Industry Podcast & Content Platform

- Built the leading DePIN podcast: 4M+ views in 12 months, with episodes regularly exceeding 100k views.
- Host weekly livestream interviews with founders across the DePIN and Solana ecosystem; 50+ episodes produced.
- Use content as a strategic door-opener for partnerships and business development by leading with value and converting attention into collaboration.

Fractional CMO - Web3 Portfolio

2024

Strategic marketing leadership for Web3 projects during product-critical phases

- Monetum - Positioning and customer acquisition strategy for a fiat-to-crypto fintech platform.
- SuperBots - Rebuilt brand identity and marketing for a decentralized trading dApp.
- UpBots GmbH - Retention campaigns and community growth during product relaunch.

EXPERIENCE

Chief Marketing Officer - Loop Markets

MAR 2022 - JAN 2023

Global financial & digital products suite

- Directed global marketing across a suite of financial and digital asset products.
- Launched a DEX, NFT Marketplace, NFT Launchpad, soft token launch, and airdrop campaign.
- Managed a cross-functional team of 30+ contributors across 4 continents.

Chief Marketing Officer - UpBots GmbH

JUN 2020 - NOV 2021

Decentralized trading platform

- Scaled the marketing team from 1 to 4 and built a community support team of 7.
- Ran the full IEO campaign and KOL strategy for an FTX launch that sold out in 90 seconds.
- Achieved 10x token valuation growth during tenure through sustained narrative and community engagement.
- Executed creative growth campaigns using NFTs, gamification, and referral mechanics.

Earlier Roles

2015 - 2022

Founder, consultant, and operator roles across digital assets and growth marketing

- Platinum Yield - Founded a digital asset investment venture focused on metaverse and play-to-earn gaming.
- SAVAGE - Supported marketing for a high-profile IDO token sale.
- Cloud Empire Affiliates - Built web properties through SEO and content marketing.
- Strategic Advisory - Served as a fractional CMO for startups since 2015, fully crypto-native since 2017.

SKILLS

STRATEGY

Go-to-market, TGE/token launches, tokenomics, narrative design, campaign strategy, and growth loops.

EXECUTION

User acquisition, funnels, KOL management, paid media, community building, PR, and content marketing.

LEADERSHIP

Team building, cross-functional collaboration, C-suite alignment, mentoring, and remote-first team leadership.

SOLANA & WEB3

DePIN, DeFi mechanics, token sales (ICO/IEO/IDO), NFT launches, DAO participation, and the Solana ecosystem.

PROOF OF WORK

DePIN Coffee Hour - 50+ episodes and 4M+ views featuring founders across the DePIN and Solana ecosystem.

LinkedIn & X Thought Leadership - Regular Web3 marketing insights shared across both platforms.

TokenVerdict.com - Solo-built Solana-based token economy analysis app helping founders evaluate pre-TGE token buy/sell pressure mechanics.

4x TGE/Token Launch CMO - End-to-end GTM experience including a 90-second IEO sellout and an 8.9x oversubscribed IDO.

Superteam Ireland - Active contributor within the Solana ecosystem.

EDUCATION

Technological University Dublin

Gormanston College

Inbound Marketing - HubSpot Academy

Referees available upon request.