



# PETER NGUYEN

CHIEF MARKETING OFFICER (CMO)

Peter Nguyen has managed top Fortune 500 growth campaigns for clients such as Coca-Cola, Nike, General Motors, and American Express.

Peter brings a traditional marketing distinction to the Web3 space with a strong proclivity towards brand development, technical product marketing, community growth & user acquisition, and strategic vision backed by success.

## EDUCATION

- University of Toronto
  - Bachelor of Arts (Honors) 2008 - 2011

## ACHIEVEMENTS

- 2024 - 2025
  - Lead the operational GTM for Autonomys Network receiving offers from Binance Alpha, Binance Global, Bybit, Kraken and various other TI Exchanges
- 2023 - 2024
  - Onboarded GameStop via a private deal valued at \$15M deal to bring Web3 Gaming to Blockchain
- 2021 - 2022
  - Incubated 150+ projects with critical support in Marketing, Business Development, and Go-to-Market
- 2016 - 2018
  - Managed FIAT Chrysler's national events program with an annual budget of \$8M

## CONTACT

- ✉ [nguyenp015@gmail.com](mailto:nguyenp015@gmail.com)
- ☎ +1 416-890-2940
- 📍 Canada
- 🌐 @SaigonXIII

## PROFESSIONAL EXPERIENCE

-  **Autonomys Network | CMO** July 2024 - November 2025
  - ➔ Successfully rebranded the network, launching a refreshed brand identity and narrative that clearly defines our mission for Decentralized AI
  - ➔ Launched Mainnet Phase-1 with a fully operational consensus chain, in preparation for GTM & TGE
  - Key Achievements**
    - 14,000% increase in Social Media activity and key metrics since July 2024
    - Secured multiple T1 & T2 CEX listings for TGE
    - Extremely successful PR & Media strategy with traditional placements on FOX News, CNN
    - Dramatic increase in developer activity on Github as a result of Product Marketing
-  **Telos Foundation | CMO** Jan 2023 - April 2024
  - ➔ Established a clear vision and strategic direction for Telos Foundation's marketing endeavors, aligning with overarching organizational goals and priorities
  - ➔ Orchestrated a comprehensive marketing content schedule, encompassing PR, Affiliate Marketing, Live Events, Campaign Initiatives, and Product Development, ensuring consistent brand messaging and growth
  - Key Achievements**
    - GameStop onboarded as part of a \$15M partnership deal
    - Strategic marketing campaigns led to a 10X asset price increase from 2023-2024
-  **Univers Network | CMO** 2022 - 2023
  - ➔ Setting the vision and strategy for the marketing function to support the overall priorities and objectives
  - ➔ Developed the company PR and growth strategy
  - Key Achievements**
    - Raised \$1.5M via seed round for network development
    - Secured a KuCoin Labs incubation in 2022 as the flagship project for KuCoin
-  **Oracles Investment | CMO** 2021 - 2022
  - ➔ Setting the vision and strategy for the marketing function to support the overall priorities and objectives
  - ➔ Developed the Oracles marketing plan but also oversaw its day-to-day implementation
  - ➔ Lead Content & Communications Vision
  - Key Achievements**
    - Incubated 150+ projects from early stage start-up, fundraising, GTM, TGE and Post-Listing

## BRAND ACCOLADES

