

Corinne Bernett

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EMPLOYMENT

Head of Business Development & Nibiru Ventures IC Member, *Sai.fun & Nibiru Chain* 02/2024 – present | Toronto

- Grew the perps DEX Sai.fun to 100M+ in cumulative volume within 6-months of launch with an additional 80M in recently signed volume commitments through a combination of marketing campaigns and trader outreach targeting via perps communities on TG, X, FOMO (DeFi app) or various other trader leaderboards and reverse searching using Claude.
- Designed trading volume incentives programs, trading tournaments, referral code and fee structures to bring high-volume traders to Sai.fun.
- Led all deal negotiation efforts: sourcing, negotiation, contract signing and volume tracking via referral codes.
- Set and accomplished quarterly KPIs such as massing \$6M of TVL onchain through liquidity arrangements, established GTM strategy for Sai (perps DEX) to reach 10K of daily txns, 100M in open interest and 2K of daily active users
- Grew ecosystem by sourcing key DeFi dApps (DEXs, lending, perps, yield vaults, CDPs, RWAs, etc.) through cold outreach strategies, in-person networking at conferences and top of funnel marketing initiatives (social media and content creation)
- Participated as a key stakeholder on the internal investment committee, prepped and proposed investment memos and performed diligence work on potential investment opportunities for Nibiru Ventures
- Conducted various analysis on deals in pipeline including topics on tokenomics structure, revenue structure, potential risks and opportunities, competitor analysis, etc.
- Negotiated and closed liquidity arrangements, pre-seed investments (SAFT & SAFE) and token swaps totalling over \$3M USD in my management
- Maintained the CRM of 1000+ dApps with accurate status of all projects in the deal pipeline
- Maintained all relationships through bi-weekly calls and tracking technical blockers per project, ensuring timely deployments on Nibiru EVM mainnet
- Conducted UX walkthroughs and related product feedback work to inform our internal engineering team on all internal and ecosystem-related dApps.
- Worked with strategy managers to create attractive yield bearing strategies for retail and institutional investors across ecosystem dApps such as basis trading, carry trading, delta neutral positions, etc.
- Assisted in developing GTM strategies for projects building and connecting them with dApps like Gale or Merkl
- Researched different DeFi topics weekly to present learnings to greater BD team and determine outbound strategy and identify opportunities for ecosystem growth
- Attended key events at EthDenver, Token2049, Devcon and Consensus and organized side events (trading competitions, networking parties, Nibuwu content house, etc.)

Business Development Lead & Product Manager, *Protocol Labs* 05/2022 – 02/2024

- Developed customer acquisition strategies to capture new market channels and increase client penetration
- Successfully conducted client sales and check-in calls to promote Filecoin data onboarding tooling, achieving an impressive 80% closure rate
- Curated comprehensive deal cycle tracking dashboards in both Excel and Hubspot while overseeing the management of all client accounts
- Drove business growth by developing a robust list of 500+ sales qualified leads, conducting A/B email testing, and achieving impressive results with a 50% email open rate and a 6% response rate
- Collaborated with engineering teams to ensure seamless fulfillment of client data onboarding requirements: bandwidth optimization, retrieval speed enhancement, storage compliance adherence, sector packing, CAR file generation, global distribution/redundancy strategies, etc.
- Demonstrated extensive market research prowess by evaluating and analyzing 400+ storage products, assessing factors such as storage offerings, pricing structures, feature sets, and regulatory compliance
- Conducted product discovery calls to determine product pricing market fit during the product ideation process
- Effectively managed project timelines for key initiatives including storage.market , Estuary.tech, and Filecoin Data Tools, ensuring successful version releases
- Orchestrated the launch of Filecoin Data Tools, serving as the central point of communication with the Filecoin community and ensuring a smooth rollout

Web3 Community Engagement

- Hosts "Content Houses" at each major conference, bringing in podcast/video guests to discuss Web3 community, DeFi trends, perps, prediction markets and the future of crypto
- Delivered insightful lectures to the broader Web3 community on topics including: Lending Markets for SheFi, Decentralized Storage, IPFS, and the Filecoin Network, at prestigious institutions such as the University of Waterloo, Filecoin Toronto , EthVancouver, and the Ethereum Foundation 
- Active participant in Superteam Canada

EDUCATION

University of Toronto

2018 – 2022

- BSc, Health and Disease Specialist
- Regents In-Course Scholarship recipient for A average

SKILLS

Product Roadmaps | Product Marketing |
Market & Competitor Research | GTM |
Problem-Solving | Leadership | Sales | VC Operations