

ROB FOX

BUSINESS DEVELOPMENT STRATEGIST • BITCOIN INFRASTRUCTURE & PAYMENTS

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SUMMARY

Business development professional with 20 years of relationship-driven B2B selling across telecommunications, financial services, and Bitcoin. I translate between institutional decision-makers and technical builders - turning complex infrastructure into business cases that close. Seven years in Bitcoin: run a full node and self-custody stack, with working knowledge of Lightning's commercial surface and an active ramp on LND, channel liquidity, Taproot Assets, and L402. Most useful where Lightning Labs is pushing hardest now - stablecoins on Bitcoin rails, cross-border settlement, and machine-native API commerce.

SELECTED BUSINESS DEVELOPMENT RESULTS

- Originated and connected a partnership now in active negotiation between a renewable-energy capital group (14-year infrastructure operator) and a Bitcoin-anchored AI-compute company - re-energizing a stalled raise around a large-scale, multi-site deployment. Deal specifics and principal references available under NDA.
- Sourced \$1.815M in new client capital for Bitcoin Advizers (a Bitcoin IRA company) in 2022 - personal network, CRM-driven prospecting, and education-led outreach. Founder serves as reference.
- Professional network of 6,000+ contacts built across 20 years - strategic depth in institutional Bitcoin: warm relationships on Northwestern Mutual's crypto adoption desk, VanEck's BTC ETF team, Bitcoin-native fintech founders with tier-1 institutional backing, and first-generation Bitcoin billionaires with active node infrastructure operations. A working book with named relationships the role can activate quickly.
- Telecommunications / B2B: ranked top 5% for recurring revenue generation; former manager (South Fork Technology) available as reference.

EXPERIENCE

Head of OTC / Concierge Desk - Trust Member

2026 - Present

LAB 484 / ARCHIPELAGO FOUNDATION

- Trust Member and operating lead for the OTC / concierge desk of an open-source Bitcoin sovereignty project (Linux-based OS, self-hosted infrastructure, Meshtastic-integrated hardware)
- Defining counterparty pipeline and desk economics across miners, large holders, and ecosystem partners ahead of hardware deployment

Crypto Ambassador

2026 - Present

I STAND WITH CRYPTO

- Appointed to Brian Armstrong's national policy and advocacy organization
- Policy and public-affairs work: stakeholder education and engagement with Idaho state representatives on digital-asset legislation, alongside a former U.S. State Department digital-asset expert

Financial Strategist - Steel Consulting Team

2024 - Present

NORTHWESTERN MUTUAL

- Joined deliberately to acquire institutional fluency from the inside - Modern Portfolio Theory, Sequence of Returns, tax-bucket planning, Monte Carlo analysis, the EY Study
- Translate Bitcoin for advisors and clients who know it only as a headline - the bridge skill for onboarding cautious institutions onto stablecoin and Lightning rails
- Speak TradFi fluently without losing the Bitcoin thesis

Independent Advisor & Business Development

2020 - 2024

BITCOIN ADVIZERS - BITCOIN IRA

- Business development and client onboarding for a Bitcoin IRA company - prospecting, referral development, and education-led outreach to first-time allocators
- Drove \$1.815M in new client capital in 2022 through personal network and CRM-driven prospecting
- Translated Bitcoin and self-custody fundamentals for clients evaluating retirement exposure for the first time

Business Development & Sales Leadership

2005 - 2020

TELECOMMUNICATIONS / B2B SALES

- Two decades of B2B relationship development across the Pacific Northwest - SMBs, chambers of commerce, 15 years mastering professional business networking such as X Room & BNI
- Built a personal CRM of ~6,000 contacts that still generates referral flow as I've evolved as a business professional

- Earned a Technical Expert credential; ranked top 5% in recurring revenue generation across the sales organization

ADDITIONAL ACTIVE PIPELINE

- AdPrompt AI (Ken Brock, founder - 20-year digital marketer) - AI-native Bitcoin wallet and AI-to-AI transaction infrastructure, directly aligned with the L402 agent-commerce thesis. Revenue-generating; founder actively raising capital in New York. Ken is seeking an introduction to Elizabeth Stark as strategic consultant - a warm deal and a potential brand-visibility partner Rob can put on the table on day one.
- Qorbit - autonomous agent transactions and AI agent memory; early-stage BD conversation - directly aligned with the L402 / agent-commerce thesis
- Shawn Finnegan (Tax Hive, founder) - successful VC with co-investment ties to Kevin O'Leary's network; active relationship and committed referral source for Lightning Labs introductions into high-net-worth investor and operator circles

BITCOIN & TECHNICAL FLUENCY

- Seven years in Bitcoin. Run and maintain a full node and self-custody / key-management stack on Linux
- Working knowledge of Lightning's commercial surface: payment channels, inbound/outbound liquidity, Taproot Assets (stablecoins and multi-asset routing), and the L402 payment-and-authentication flow for agent commerce
- Actively deepening protocol-level fluency - running LND, a Taproot Assets testnet flow, and an L402-gated endpoint. Not a protocol engineer and won't claim to be; technical enough to earn trust and to know when to bring engineering in
- Build AI-powered business tools and lead a local technology mastermind group - hands-on with the agent workflows L402 is designed to monetize

EDUCATION & LANGUAGES

B.S., Economics - University of Utah

Spanish - fluent (relevant to cross-border and emerging-market payment corridors)

Technical Expert Credential - Telecommunications | 15 years mastering professional business networking such as X Room & BNI

1,000+ hours self-directed study: Bitcoin, Lightning Network, monetary history