

Matheus Celtic

Founder & CEO

Florianópolis, Brazil | [LinkedIn](#)

Growth operator and Web3 founder who builds and scales fintech and crypto products, combining product intuition with distribution expertise across Latin America.

EXPERIENCE

CEO

Oct 2025 — Jun 2026

Stealth Startup

Co-founded , a fintech startup developing white-label and API-first prediction-market infrastructure for operators.

- Responsibilities included business development, go-to-market strategy, founder-led sales, strategic partnerships and commercial negotiations focused on Brazil and LATAM.
- Conducted customer discovery and market research to understand operator needs and inform product positioning and commercial strategy.
- Engaged operators and financial companies in discussions about prediction-market infrastructure and potential commercial relationships.
- Contributed to company strategy and fundraising activities, connecting market opportunities with the company's positioning.
- Worked on commercial positioning for infrastructure concepts including sports markets, shared liquidity, stablecoin collateral and market-making incentives.

Growth & Business development

Sep 2022 — Present

LatAm Expansion Partner

Provide Consulting support in growth, go-to-market (GTM) and business development for companies targeting Brazil and Latin America.

- Supported the launch and scaling of 15+ go-to-market initiatives across LATAM.
- Collaborated with business development and marketing teams to develop strategic partnerships supporting regional growth and market expansion.

Founder & Growth Lead

Sep 2021 — Sep 2025

P2E CREW

Built and operated P2E CREW from the ground up, owning business strategy, growth, business development, strategic partnerships, content and hands-on community execution, with a focus on LATAM.

- Defined and executed the growth and go-to-market strategy, combining ecosystem research, partner development, content distribution and community-led user acquisition.
- Identified priority blockchains, gaming ecosystems and Web3 products by tracking shifts in audience attention, user activity and commercial opportunities.
- Proactively approached potential partners, developed relationships, and negotiated and secured partnerships involving the Arbitrum and Avalanche ecosystems and Web3 gaming projects.
- Turned partnerships into campaigns, gaming activations and content initiatives, connecting partner objectives with LATAM audiences.
- Grew the broader P2E CREW ecosystem to more than 200,000 members/users across community and distribution channels.
- Created content, led content direction and managed engagement directly across social media, Discord, WhatsApp and Telegram.

Strategic Analyst (Gaming, Markets & Digital Trends)

Oct 2018 — Sep 2021

Self-employed

Traded live football markets on Betfair professionally for approximately 4 years, combining probability assessment, game-state analysis and disciplined execution.

- Analyzed price movements and market inefficiencies to inform trading decisions.
- Managed personal capital and risk in fast-moving markets.
- Developed practical knowledge of trading behavior, incentives and decision-making under uncertainty.

Strategic Analyst (Gaming, Markets & Digital Trends)

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Unknown

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Community Creator and Manager

Aug 2018 — Jul 2019

Periféricos Gamer

Community Growth and Engagement: Successfully established and expanded a vibrant online community focused on PC gaming gadgets, growing the membership to over 30,000 active participants. Demonstrated exceptional skills in fostering a

dynamic and interactive environment, significantly enhancing member engagement and loyalty.

Marketing and Visibility: Implemented innovative marketing strategies that effectively increased the community's visibility. These strategies attracted a diverse group of PC gaming enthusiasts, contributing to the community's robust growth.

Content Strategy and Trend Analysis: Actively monitored and analyzed community trends and member feedback. Utilized these insights to tailor content and discussions, ensuring they resonated with the audience's interests and needs.

Community Support and Resource Development: Played a pivotal role in transforming the community into a supportive and informative platform. Established it as a go-to resource for enthusiasts and experts in PC gaming gadgets, reinforcing its position in the niche market.

Hearthstone professional player

Apr 2018 — Jul 2018

SG e-Sports

Champion of the open qualify for the Tournament Old Spice of IGN Brazil

Hearthstone professional player

Mar 2017 — Feb 2018

Hail Chapters

Greater Boston Area

Below are some of my results while representing Hail Chapters. (<https://twitter.com/HailChapters>)

2nd Brazilian with the most HCT points in 2017

Close cups e Majors

3° CM League

3° WESG Brazil Qualify

4° Hearthstone Arena season 2

5° Copa America summer 2017

33 dreamhacker winter 2017

Classificado para o Americas summer 2016

Classificado para o HCT Europa winter 2017

Classificado para o Americas summer 2017

Minors e opes cups

1° MEGA CASH Sunday <https://strivewire.com/tournament/25836/lobby>

1° MEGA CASH Tuesday <https://strivewire.com/tournament/26308/>

1° MEGA CASH THURSDAY <https://strivewire.com/tournament/25819/lobby>

1° <https://strivewire.com/tournament/26308/lobby>

1° StriveWire's Nightly Grinder #6 <https://goo.gl/QnBA3T>

1° Hearthstone Vanquisher Series <https://www.good-gaming.com/tournament/run/22>

1° Kyoto Saturdays #19 <https://goo.gl/RsbN8W>

1° lugar Mega Best Gamers Campuseiros Cup

1° lugar Huestone tabela <http://huestone.com.br/qualify10/bracket.php>

1° eSC WeekCup <https://goo.gl/4NtKQY>

1° lugar HGL Daily 1000 Series #52 <http://goo.gl/BB9chu>

2° King's Defender #19 <https://goo.gl/8TVG6H>

2° lugar THS tabela <http://challonge.com/HearthStoneBR>

2° lugar Pandaria #25 <https://t.co/IPmidrAD8G>

2° lugar THS #2 tabela <http://challonge.com/HearthStoneBR>

3° MEGA CASH SUNDAY <https://strivewire.com/tournament/25611>

3° HOV Gaming Open <https://goo.gl/YH0ISl>

3° King's Defender #16 goo.gl/FypnTF

3° lugar DTV Weekly Series #54

<https://strivewire.com/tournament/3268/grid>

3° lugar Copa HueStone THS tabela

http://huestone.com.br/SuperCopa_HUESTONE-THS-1/bracket.php

3° Americas Tour Wild Card

<https://strivewire.com/tournament/2892/detail>

3/4° Argent Squire #45 <https://battlefy.com/randomcs/argent-squire-45-hct-points-free-entry-conquest/>

5° Rude House Open #2

<https://strivewire.com/tournament/2893/detail>

Vice president

Jan 2016 — Jan 2016

Athletic Association of the Federal University of Pampa

Santana do Livramento Area, Brazil

- Creation of new partnerships with companies in the city.
- Responsible for negotiations with companies and partner agencies.
- Development of new products and / or services.

Marketing and Business Development

Jan 2015 — Jan 2016

Academic Directory

Santana do Livramento e Região, Brasil

- Responsible for the creation of relationship with companies that operate in the city and the maintenance of the relationship.
- Responsible for the creation of the marketing plan and its continuous updating.

Project Manager

Oct 2012 — Nov 2013

Apocalipse TV

Expertly Organized Online Tournaments: Demonstrating exceptional coordination and management skills.

Crafted and Managed Comprehensive Marketing Plans: Employing innovative strategies to drive growth and engagement.

Spearheaded Project Development: Leading initiatives from concept to execution with a focus on delivering results.

Webmaster

Jan 2011 — Jan 2013

Self Employed

- Development of websites and blogs, use wordpress.org and blogger
- Creation and management of mysql database
- Management of Social Media, specializing in Facebook.

EDUCATION

PUCRS - Pontifícia Universidade Católica do Rio Grande do Sul

Jan 2017 — Jan 2018

MBA in Marketing

Universidade Federal do Pampa

Jan 2014 — Jan 2017

Business Administration

Somarti

Jan 2012 — Jan 2013

Computer Technician in Technological

PROJECTS

Campeonato Apocalipse de Times

It was an equipment tournament that counted on like 8 major Brazilian teams of StarCraft II.

Apocalipse TV

Keyd

zGt

Aof

govT

FK

ops

PwT

Apocalypse Championship

The Apocalypse championship was Starcraft's main weekly tournament that took place in 2012 and 2013, which aimed to strengthen the competitive landscape in South America and attract more players to the competitive game.

SKILLS

Business Growth · Market Development · Go-to-Market Strategy · Business Development · Strategic Partnerships · Marketing Strategy · Analytical Skills · Decision-Making · Risk Management · Customer Discovery · Business-to-Business (B2B) · Growth Strategies · Customer Acquisition · Growth Hacking · Crescimento de negócios · Businesses Development · Estratégia · Estratégia empresarial · Estratégia de marketing · Comunidade · Digital Marketing · Blockchain · Business Strategy · Management · Activation · Conversion · Retention · Referral Programs · Go-to-Market · SEO · Community Management · Affiliates · Creator Programs · Referral Marketing · Conversion Analysis · CAC · ROI · Funnel Analysis · Attribution · Cohort Analysis · Experimentation · Positioning · Messaging · Landing Pages · Onboarding · User Research · Growth Loops · FinTech · DeFi · Onchain Investing · Trading · Prediction Markets · Polymarket · LATAM · Brazil · Web3 Markets · Portuguese · English