

Joshua Huang

Enterprise and DeFi BD & Ecosystem Lead

United States | [LinkedIn](#)

BD and strategy leader with 10+ years bridging traditional finance and digital assets, owning full partnership lifecycles from sourcing through live launch across DeFi protocols and institutional partners.

EXPERIENCE

Enterprise and DeFi BD & Ecosystem Lead

Jun 2025 — Mar 2026

Sei Network

Los Angeles, USA

Owned the full partnership lifecycle with 10+ DeFi protocols and institutional partners on a trading-optimized Layer 1 blockchain. Structured and closed multi-million-dollar liquidity, grant, and commercial agreements while driving cross-functional execution with legal, product, and engineering teams. Advised institutional partners on RWA tokenization, stablecoins, and DeFi architecture to develop crypto-native and mainstream use cases.

Business Lead – Trading Team

Aug 2024 — Mar 2025

Magic Eden

Los Angeles, USA

Led BD across 30+ ecosystem and exchange partner accounts on Solana and EVM chains as the primary integration and commercial contact. Team held 70% revenue and user market share. Curated protocol and venue integrations aligned to partner priorities and produced competitive landscape and on-chain trend analysis to guide executive prioritization.

Venture Partner

Nov 2023 — Present

Dracoon Ventures

Los Angeles, California, United States

Source and advise early-stage DeFi and Web3 projects with focus on protocol evaluation, tokenomics, and institutional readiness. Cover DeFi, tokenization, and L1/L2 verticals across the investment portfolio.

Project Lead – CEO & Strategy Office

May 2021 — Apr 2023

Binance

Taipei City, Taiwan

Led CEO-level cross-functional programs across product, compliance, and market strategy. Spearheaded Binance's regulatory licensing entry into UAE and Bahrain as the first two licensed jurisdictions globally, managing regulator relationships and regional go-to-market strategy. Built the Proof of Reserves initiative using zkSNARK technology for exchange solvency verification.

Manager - Strategy and Innovation

Oct 2017 — Apr 2021

Miral Asset Management

Abu Dhabi, United Arab Emirates

Led strategic planning and innovation engagements across Miral and subsidiaries, delivering Board-level decision support on growth strategy and emerging technology adoption. Built and managed relationships with senior stakeholders across government entities, international partners, and industry consortiums in the MENA region.

Sr. Business Analyst - Corporate Strategy

Jun 2015 — Oct 2017

Al Ghurair Investment

Dubai, UAE

Delivered strategic planning and portfolio/investment analysis across food, real estate, retail, and energy business units. ROI-driven analysis contributed to \$50M cost avoidance by recommending withdrawal from Eastern European markets.

Analyst - Strategy & CEO Office

Nov 2013 — Jun 2015

MarkaVIP

Dubai, UAE

Key Projects

- Identified opportunities to improve company profitability and operational efficiency that include, but are not limited to, the following analyses: a) fulfillment packaging analysis to determine optimal box sizes b) cost analysis on warehouses to recommend the best option for capital investment c) supplier discrepancy analysis to rank supplier performance across multiple criteria
- Explored new potential partnerships with regional and global companies by developing business proposals that highlighted company capabilities and evaluated potential for synergies
- Conducted market research on specific countries for a geographic growth assessment which considered macroeconomic trends, demographics, ICT indicators and ease of doing business
- Launched Strategic Initiatives Office to manage company-wide execution of projects, which included designing PMO training and induction packs, mapping new processes, and finalizing an implementation plan for all departments

Intern - Budgeting and Strategic Planning Analyst

Apr 2013 — Jul 2013

Gulf Extrusions Co. LLC

Dubai, UAE

- Interviewed departmental managers and assessed the current budgeting process
- Worked in a small team to prepare a budget process improvement plan that included a gap analysis, process map and selection criteria on alternative budgets to be approved by the CFO

Real Estate and Loan Manager

Jan 2010 — Aug 2012

Royal Financial Group

Los Angeles, California, United States

- Supervised all Real Estate and loan transactions
- Restructured loan processing protocol, reducing procedures and funding turnaround time
- Created new Real Estate investment models adopted by our Agents for client presentation

EDUCATION

CFA Institute <i>CFA Charter</i> Passed CFA Levels 1, 2, and 3	Dec 2015 — Jun 2017
Hult International Business School <i>M.A in International Business</i> Dean's List	Sep 2012 — Aug 2013
UC Irvine <i>B.A in Business Economics</i>	Sep 2005 — Jun 2009

PROJECTS

Petrofac Academy - Team Leader

- Spearheaded market research on Oil & Gas hiring trends, benchmarking on graduate programs, competitor analysis and presented bi-weekly findings as team leader
- Reported to Senior VP of Petrofac Academy and VP of Organizational Development to provide recommendations to improve Petrofac Academy's internal graduate development program

CERTIFICATIONS

Passed all three levels of the CFA Program,

SKILLS

Blockchain · Early Stage Investment · Start-up Ventures · Strategic Planning · Finance · Data Analysis · Financial Analysis · Financial Modeling · Management · Teamwork · Market Research · E-commerce · Analysis · Budgets · Microsoft Excel · Time Management · Microsoft Office · PowerPoint · Customer Service · Social Media · Public Speaking · Microsoft Word · Strategy · Management Consulting · Business Analysis · Project Management · Client Presentation · Cryptocurrency · Decentralized Applications (DApps) · global macro · financial markets · KPI/OKR governance · executive reporting · Board-level reporting · APAC market entry · MENA market entry · NFTs · protocol integrations · liquidity management · regulatory strategy · tokenomics · stablecoins · RWA tokenization · venture capital · partnership structuring · Solana · EVM · zkSNARK · English (fluent) · Mandarin Chinese (basic)