

AHMED TEHEMAR

Blockchain & AI Growth Strategist | Ecosystem Builder

Location: Dubai, UAE | Email: ahmed@yallav3ntures.com | [LinkedIn](#)

PROFESSIONAL SUMMARY

Visionary Business Development leader with deep expertise in **Web3 Gaming, Blockchain Ecosystems, and AI Technologies**. Proven track record of building sustainable developer communities and launching high-growth programs for global giants like Binance and Core DAO. Expert in bridging the gap between Web2 and Web3, leveraging AI tools for automation, and designing monetization models that drive revenue.

CORE COMPETENCIES

- **Blockchain Growth:** Ecosystem Architecture, Developer Relations (DevRel), dApp Monetization, Tokenomics Advisory.
- **AI Integration:** AI Coding Systems, Automated Workflows, AI/UX Advisory for dApps.
- **Strategy:** User Acquisition, Go-To-Market Strategy, Community Building, Influencer Marketing.
- **Leadership:** Strategic Partnerships, Team Leadership, Public Speaking, Cross-Functional Team Management.

PROFESSIONAL EXPERIENCE

CORE DAO | Remote, Dubai

Ecosystem Growth Lead | September 2023 – November 2025

- **Ecosystem Expansion & Strategy:** Spearheaded chain growth by onboarding a diverse range of protocols including AI applications, DeFi platforms, Yield Optimization dApps, and critical Infrastructure providers onboarding **96 dApps and partners** to Core DAO's ecosystem.
- **Satoshi App Business Development:** Served as the BD Lead for the Satoshi App, driving user acquisition strategies and executing feature integrations to maximize platform utility.
- **Marketing Leadership:** Stepped in as Interim Marketing Lead for 6 months, overseeing campaign strategy, brand positioning community and socials. communications during a critical growth phase.
- **Developer Relations:** Organized and executed multiple developer hackathons, technical workshops, and online community events to stimulate network activity and builder engagement.
- **Strategic Partnerships:** Managed relationships with key ecosystem partners, serving as the primary bridge between external teams and the chain to ensure successful integration.
- **Community Growth:** Architected and launched the Ambassadors Program, creating a decentralized network of advocates to drive grassroots adoption.
- **Explosive Growth:** Drove growth strategies that positioned Core DAO consistently in the **Top 10 on DappRadar** by active users and achieved an **8x increase in transaction volume**.
- **Advisory & Monetization:** Acted as a strategic advisor to dApps on UX/AI best practices and engineered new monetization models to maximize revenue across multiple dApps.

BINANCE | Dubai, UAE

Senior Business Development Manager (Gaming) – BNB Chain | March 2022 – August 2023

- **Global Expansion:** Spearheaded the global adoption of the BNB Chain as the preferred infrastructure for Web3 gaming, onboarding key projects from the traditional gaming world.
- **Pipeline Development:** Built a massive pipeline of partners across GameFi, DeFi, and NFTs, connecting investment, marketing, and product teams to close high-value deals.
- **Strategic Usage:** Collaborated with internal teams to integrate Binance products (Binance Pay, Trust Wallet) into partner ecosystems, driving utility and user stickiness.
- **Event Leadership:** Served as a key speaker and representative for BNB Chain at global conferences, significantly boosting brand visibility and developer interest.

HUAWEI | Dubai, UAE

Senior Business Development Manager (Gaming) – MEA | August 2020 – March 2022

- **Regional Strategy:** Designed and executed the Go-To-Market strategy for the gaming sector across the Middle East, Africa, India, and Pakistan.
- **Content Acquisition:** Identified and onboarded top-tier gaming apps, leveraging Huawei's cloud services to help partners scale their operations.
- **Project Management:** Coordinated resources across stakeholders to ensure successful game launches and promotional campaigns within the AppGallery ecosystem.

GAMELOFT | Dubai, UAE

Marketing & Communications Manager – MENA | October 2017 – March 2020

- **Brand Management:** Managed marketing and branding for Gameloft's entire portfolio, including advertising solutions and carrier businesses.
- **Esports & Influencers:** Launched regional Esports activities and managed influencer campaigns to drive user acquisition for social free-to-play games.
- **Localization:** Oversaw the Arabization of global titles to ensure cultural relevance and maximum market penetration in the MENA region.

EARLY CAREER (Snapshot)

CHAMPION GAMER (Start-up) | Founder | 2016 – 2017

- Established brand identity and led all digital marketing and content creation efforts for a gaming startup.

EXPEDIA, INC. | Online Content Lead (MEA) | 2015 – 2016

- Managed content strategy and operations for a massive portfolio of travel properties across two continents.

ROTANA HOTEL MANAGEMENT | Marketing Manager | 2011 – 2015

- Directed pre-opening campaigns and managed daily marketing operations for luxury hospitality properties.

EDUCATION

- **Bachelor of Sciences in Hospitality and Tourism Management** | EGOTH, Ismailia, Egypt
- **Strategic Planning for Profits (Certificate)** | Cornell University, Abu Dhabi

TECHNICAL SKILLS

- **Platforms:** n8n, Notion, Monday, Figma, Google Suite, Salesforce, Web3 Analytics Tools.
- **Industry Knowledge:** Gaming, Blockchain Infrastructure, AI Automation Tools, SEO/SEM.