



Daniel Irabor

Business Development & Partner
Growth

Fintech · Stablecoins · Web3

CONTACT

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SKILLS

Business development and B2B
sales

Strategic partnerships

Negotiation and deal closure

Affiliate and KOL programmes

Partner performance analysis

Incentive design and renegotiation

Stablecoins and cross-border
payments

FX, liquidity and OTC

Crypto exchanges (spot and futures)

Market expansion: Africa and
Europe

TOOLS

HubSpot CRM, Notion, performance
dashboards, Telegram and email
campaigns

LANGUAGES

English: Native

French: Beginner (A1)

ABOUT ME

Business development and partner growth leader with over seven years in crypto exchanges, stablecoin payments and fintech. As Head of Affiliates for Binance Africa, ran a tiered programme of 1,000+ affiliates that drove around USD 500M in monthly futures volume. Now Head of Sales and Marketing at OneLiquidity, part of the commercial team that grew monthly volume from USD 30M to over USD 300M in a year. Combines institutional sales, data-led partner management and deep knowledge of African markets.

WORK EXPERIENCE

OneLiquidity

Head of Sales and Marketing

May 2025 to Present · Remote

API-first B2B liquidity and cross-border payments provider: FX, stablecoin rails, OTC trading and treasury. Regulated in Canada, the US, Nigeria and the UK.

- Part of the commercial team behind monthly volume growth from USD 30M to over USD 300M in my first year; led prospecting, product demos and onboarding for the clients that drove this volume.
- Lead a sales and marketing team of 4 direct reports and produce the quarterly business plan for the leadership team.
- Build the institutional pipeline across fintechs, neobanks, payment processors and crypto exchanges, positioning stablecoin rails as the settlement layer for African businesses.
- Negotiate and close commercial agreements, working with compliance to move new clients through KYB and onboarding.

7Seer LTD

Business Development Manager

June 2022 to January 2025 · Remote, held concurrently with CoinW (2022 to 2023)

- Won 50+ SME clients across 40+ countries in real estate and e-commerce through market research and targeted outbound prospecting.
- Closed contracts for web scraping, ETL/ELT pipeline integrations and cloud data solutions on AWS, Google Cloud and Azure.
- Retained 85% of clients at renewal through structured account management.
- Built quarterly dashboards on pipeline health, sales metrics and acquisition ROI for executive leadership.

CoinW

Business Development Manager

September 2022 to May 2023 · Remote, held concurrently with 7Seer

- Acquired and managed B2B and B2C client relationships for the exchange's spot and futures products.
- Designed revenue initiatives around futures trading and ran targeted campaigns with structured lead generation.
- Reviewed partner performance data and restructured partner strategy based on the results.

Binance

Business Development Manager (Head of Affiliates, Africa)

November 2021 to May 2022 · Remote

- Ran the Africa affiliate and KOL programme end to end: screened 3,000+ applicants and onboarded 1,000+ affiliates into a tiered structure, with 200+ active across multiple African countries.
- The affiliate network drove around USD 500M in monthly futures volume, separate from organic trading by African users outside the programme.

- Partner performance analysis showed about 15% of affiliates generated 80% of volume; in response, tightened onboarding criteria, ran email re-engagement for active and inactive affiliates, and renegotiated incentives with key partners.
- Managed top performers through a dedicated Telegram group for direct support, campaign briefs and performance tracking.
- Person in charge of the USD 350,000+ budget for Binance's AFCON 2021 sponsorship campaign, covering influencer and team logistics.

OKX

Business Development Manager

July 2020 to July 2021 · Remote

- Executed the Nigerian market expansion with the international BD team, identifying cost-effective growth channels.
- Built partnerships with crypto influencers and brands across Africa to drive user acquisition and KPI delivery.
- Managed the budget and delivery of the OKX Nigeria event for affiliates and prospective partners.
- Turned customer feedback analysis into product and engagement recommendations.

BitFXT (now Boundless Pay)

Chief Marketing Officer

January 2019 to May 2020

- Led brand identity and integrated marketing across content, social media and executive communications.
- Worked with sales and product teams on go-to-market plans and reported performance insights to senior management.

EDUCATION AND TRAINING

MSc International Business Development (Fast Track)

ESCE International Business School, Paris · September 2026 to September 2027 (expected)

BSc Microbiology

Oduduwa University, Ipetumodu, Nigeria · 2012 to 2019

COMMUNITY AND LEADERSHIP

SteemIT Nigeria

Co-founder

2017 to 2019

- Built one of West Africa's earliest Web3 communities and organised the SteemIT in Nigeria conference: 100+ attendees, including international guests and senior government officials.

Bridge Builders Women and Girls Initiative (NGO)

Field Communication and Accountability Lead (Volunteer)

December 2019 to Present

- Lead community feedback and camp coordination (CCCM) assessments across 20+ crisis-affected communities in Nigeria.

Recommendations available on LinkedIn.