

# James Prosser

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Growth marketing and operations leader with 9 years in digital assets, 6 of those running growth at tier-1 exchanges across APAC, LATAM and emerging markets. Built and led end-to-end market entry, user acquisition funnels and regulatory navigation (AFSL/AUSTRAC) for platforms scaling from zero to category leadership. Managed high six-figure budgets and drove billions in trading volume by aligning aggressive marketing with strict compliance.

## CORE CAPABILITIES

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- **Executive Leadership:** Country Management, P&L Ownership, Cross-Border GTM Strategy, Team Building.
- **Growth & Acquisition:** Performance Marketing, Engineered Funnels, Blended CAC Reduction, Lifecycle Automation.
- **Operations & Risk:** AFSL/AUSTRAC Regimes, Fiat Rail Integration (PayID, NPP), KYC/KYB Frameworks.
- **Brand & Communications:** Tier-1 PR Spokesperson, Crisis Communications, Content Strategy, Event Activations.

## ACCOMPLISHMENTS

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- **Volume & Revenue:** Drove AU\$600M+ daily volume at Binance Australia and US\$1B+ monthly volume at Bitget.
- **User Acquisition:** Scaled platforms from 20M to 100M+ global users; engineered campaigns yielding 22,000+ net-new KYC'd users and \$3.5M in first-time fiat deposits in 30 days.
- **Platform Scale:** Contributed to 283% YTD fiat transaction volume growth and a 64% surge in stablecoin deposits (\$400M+ TVL) at Coins.xyz.

## WORK EXPERIENCE

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### Global Growth Lead & Country Manager, Coins.xyz

Remote, Oct 2024 to Jan 2026

Spearheaded the Australian market operations from the ground up, defining market positioning, channel mix and field activations against entrenched incumbents during a period of volatile AUSTRAC scrutiny.

- **Market Entry & Conversion:** Orchestrated the AUD launch, driving a 150% increase in first-time depositor conversion through tightly paired creative campaigns and direct AUD spot pair/PayID rollouts.
- **Global Campaign Leadership:** Layered Launchpool activations across the global app release, triggering a 1,104% surge in trading volume and a 1,090% lift in campaign-attributed revenue.
- **Cross-Border Expansion:** Managed concurrent, regulated launches across Australia, Brazil, and Thailand within a 12-month window. Achieved a 3.2x blended ROAS through targeted creative direction and channel optimization.
- **Infrastructure Impact:** Instrumental in the Brazil PIX integration GTM, enabling foreign enterprise BRL settlement and slashing cross-border settlement times by 80%.

### Senior Growth Manager, Bitget

Remote, Oct 2023 to Oct 2024

Recruited to accelerate market capture during a hyper-growth phase where the global ecosystem scaled from 20M to 100M registered users (400% YoY) and quarterly spot volume surged from US\$160B to US\$600B.

- **Volume Generation:** Driven US\$1B+ in monthly trading volume across Australia, Canada and Europe by expanding the active KOL and affiliate partner network by 120%.
- **Commercial Restructuring:** Re-architected affiliate economics, shifting from short-tail CPA to tiered revenue-share models. Implemented qualifying thresholds that filtered low-quality traffic and boosted 90-day active-user retention from 18% to 42%.
- **Institutional Pipeline:** Designed VIP and institutional partnership tracks, tailoring commercial terms and onboarding pathways for 60+ elite B2B counterparties, which accounted for \$250M+ in monthly B2B liquidity.
- **Demand Generation:** Built, hosted and produced 5 Min Crypto, a tier-1 industry podcast that cleared 450,000+ organic views and captured 12,000+ top-of-funnel leads for sales enablement.

### Marketing Specialist & Community Lead, Binance

Remote, Oct 2021 to Jul 2023

Promoted internally from Operations to overhaul the GTM strategy and lead hands-on execution for the marketing unit. Brought in to establish operational rigor and execute high-performance campaigns, directly driving growth to AU\$600M+ in daily AUD trading volume and successfully crossing the 1-million Australian user milestone.

- **Strategic Execution & Acquisition:** Executed flagship, full-KYC acquisition funnels including the Great Aussie Bitcoin Giveaway. Architected the Tesla Model 3 Giveaway, capturing 22,000+ net-new users and \$3.5M in immediate first-time fiat deposits within 30 days.

- **Brand Authority & Crisis Communications:** Acted as the on-camera face of Binance Australia, securing 50+ tier-1 media placements (AFR, Sky News) reaching a combined audience of 15M+. Successfully navigated complex crisis communications and public messaging through periods of severe regulatory volatility and fiat banking disruptions.
- **Community Scale & Lifecycle Strategy:** Achieved 500% localized community growth (to 120,000+ followers) and delivered a 25% lift in overall user acquisition. Built and operated the CRM and lifecycle infrastructure managing a 1M+ contact database, while hands-on producing all localized visual and creative assets.
- **Field Marketing & Commercial Partnerships:** Executed \$500K+ quarterly budgets, negotiating and activating title sponsorships (AusCryptoCon, 10,000 attendees) and multi-city tours. Built high-value integration and partnerships with Animoca Brands, Koinly, CryptoTaxCalculator, Travala, and Cadena Legal.
- **Content Strategy & Educational Programming:** Built and hosted the Binance Australia MasterClass series and monthly market updates, designing tiered Web3 curricula. Repurposed short-form video content to add 10,000+ weekly organic views at zero incremental production cost.
- **Product GTM & Corporate Social Responsibility:** Executed end-to-end local digital asset listings, bridging regulatory due diligence with commercial Go-To-Market rollout. Orchestrated the Binance Charity Tree Token campaign, funding 100,000 trees and generating millions in donations.

#### Operations & Compliance Officer, Binance

Remote, Aug 2020 to Oct 2021

Established the foundational compliance frameworks and localized fiat payment infrastructure across Australia, Canada and Vietnam, unlocking the operational capacity required for the exchange's hyper-growth and mass-market adoption.

- **International Expansion:** Spearheaded the operational build-out for concurrent market expansions into Canada and Vietnam, establishing regional infrastructure from the ground up.
- **Global Fiat Integrations:** Architected localized banking and Payment Service Provider (PSP) pipelines across APAC and North America to accelerate compliant, cross-border fiat inflows.
- **Localized KYC Onboarding:** Designed and deployed bespoke KYC and KYB onboarding frameworks tailored to the distinct regulatory mandates of Australia, Canada, and Vietnam, significantly reducing user friction.
- **Domestic Payment Rails:** Built the foundational AUD fiat rails (PayID, Osko, NPP) that safely unlocked subsequent mass-market marketing campaigns and facilitated \$100M+ in weekly fiat deposits.
- **AML/CTF Protocols:** Established the foundational Anti-Money Laundering and Counter-Terrorism Financing protocols under rigorous AUSTRAC oversight to ensure platform integrity.
- **Institutional Due Diligence:** Managed end-to-end compliance for corporate and High-Net-Worth (HNW) entities, executing complex Ultimate Beneficial Owner (UBO) identification and risk-based profiling.

#### Compliance Officer, Services Australia

Hobart, TAS, Sept 2019 to Aug 2020

Governed high-velocity, federal-level compliance and identity verification workflows during national crisis responses. This zero-fail environment forged the foundational KYC and investigative rigor later applied directly to private-sector Web3 and fintech compliance.

- **Crisis Risk & Volume Management:** Directed high-velocity compliance workflows and frontline defense against fraud during the Black Summer bushfire and COVID-19 emergency responses. Processed 120+ complex investigations monthly while maintaining a 99.8% audit accuracy rate.
- **Federal KYC & Identity Integrity:** Enforced stringent Proof of Identity (POI) and KYC-equivalent standards with zero-fail compliance against the Social Security Act and Commonwealth regulatory frameworks. This federal-grade identity verification experience translated directly into private-sector fintech compliance.
- **Investigative Rigor & Data Matching:** Ranked as the top-performing investigator office-wide for audit accuracy and case resolution. Leveraged advanced data-matching and debt-recovery protocols to identify and remediate multi-million dollar outlays at absolute audit integrity.

### CERTIFICATIONS & INDUSTRY AFFILIATIONS

Communications Advisor   Australian Bitcoin Industry Body (ABIB)	Feb 2026 to Present
Google Analytics Certification   Google Digital Academy	Feb 2026 to Feb 2027
Certified Blockchain Expert   Blockchain Council	Jan 2023 to Dec 2026
Certified Crypto Expert   Blockchain Council, 2023	Jan 2023 to Dec 2023