



Devinson Peña

Product, Partnerships & GTM | Digital Assets, Tokenization & Adoption

SUMMARY

Product, partnerships, and GTM leader with 15+ years helping technically capable products earn trust, accelerate onboarding, and become commercially real. I have worked across global product programs, enablement, client delivery, strategic partnerships, and adoption-heavy operating environments, often across multiple regions, industries, and stakeholder groups. My current focus is digital assets, tokenization, onchain products, and practical AI, backed by HSLU CAS Blockchain research, ChopDot, and hands-on workflow systems work. I am most useful where product complexity, commercial execution, and real adoption need to come together.

WORK EXPERIENCE

Digital Assets, Research & Applied Work

Zurich (CH) | Sep 2024 - Present

- Authored the CAS Blockchain research paper "DePIN Tokenomics Under Stress: A Comparative Stress Evaluation Using the Oncoy Network as an Anchor Case," linking token incentive design to retention risk, scalability, and network resilience.
- Won second prize across all themes at Build Resilient Apps with Polkadot Cloud in 2025 with ChopDot, a Polkadot-native group expense app, among 2,700+ participants.
- Joined builder programs across Switzerland and Berlin, building early wallet-based coordination products and deepening hands-on exposure to wallet flows, coordination design, and applied onchain product development.

Team Lead, Advertising Technology, Digitl Switzerland AG

Zurich (CH) | Jul 2022 - Sep 2024

- Managed a \$10M+ pipeline by aligning sales, product, and operations around a repeatable onboarding model and account expansion cadence.
- Scaled Digitl into the region's fastest certified Google partner, onboarding 100+ clients and increasing product engagement.
- Integrated generative AI and automation into delivery workflows, reducing onboarding cycle time by about 40%.
- Built and led a cross-functional adtech team delivering strategic growth initiatives and partner-facing execution.

Team Lead, Advertising Technology Consultant, Trakken

Zurich (CH) | Feb 2019 - Jul 2022

- Consulted 100+ global and SME teams on GMP products, driving 5-10% spend increases for \$1-5M+ clients and retaining \$1M+ strategic budgets.
- Developed and managed strategic consulting projects, including global GMP rollouts, audience strategy, and dynamic product remarketing across enterprise stakeholders.
- Led multi-day workshops and executive-facing trainings that turned technical platform capabilities into client decisions and stronger adoption.
- Served as first point of contact for client support and QA, collaborating with Google Partner Teams on product feedback and improvements.

Global Senior Product Program Manager, Xaxis

New York (USA) | Mar 2017 - Jan 2018

- Managed a global media products and technology pipeline, aligning roadmap priorities with client demand and business outcomes across senior stakeholders.
- Established project management tools and processes to streamline planning for global product teams.
- Advised Global Product VP, led management calls, maintained product roadmaps, and developed business cases for investments and pitches.

Contact

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Areas of Expertise

Digital Assets & Tokenization

Strategic Partnerships

Client Onboarding & Adoption

GTM & Revenue Programs

Product-Commercial Alignment

Enterprise Relationship Management

Trading, Custody & Market Infrastructure

Workshops & Executive Presentations

Stakeholder Alignment & Reporting

KEY SKILLS

Strategic Partnerships

Client Onboarding

GTM Execution

Enterprise Relationship Management

Commercial Program Leadership

Executive Communication

Presentations & Workshops

Cross-Functional Collaboration

Implementation Leadership

Product Commercialization

TOOLS & PLATFORMS

Project Management:

Confluence, Jira, Trello, Smartsheet

LLMs & Dev:

ChatGPT, Claude, VS Code, Next.js, Supabase, Privy

Collaboration Tools:

Slack, Microsoft Teams

Office & Productivity Tools:

MS Office Suite (Word, Excel, PowerPoint), Google Workspace

Marketing & Analytics:

Salesforce, DV360, SA360, CM360, Google Ads, GA4, Looker Studio

Design & Visualization Tools:

Adobe Photoshop, Canva, Google Web Designer, Excel

CERTIFICATIONS

Blockchain:

Polkadot Blockchain Academy (PBA-X, 2025)
Web3x: Introduction to Blockchain and Web3 (2024)

Advertising & Marketing:

Google Analytics Individual Certifications, Search Ads 360, Display & Video 360, Campaign Manager 360 (2024)

Product Management:

LevelUp! Product Academy (2023)

Operational Excellence:

Six Sigma Green Belt (2012)

Languages

English (Native)
Spanish (Native)
German (B1 Goethe Certified)

INTERESTS

Athletics:

Triathlons (Ironman 70.3),
Running, Cycling, Swimming

Creative & Cultural Exploration:

Sci-Fi Storytelling, Travel, and
Dance (Bachata, Salsa, Hip Hop)

Technology:

Blockchain Applications, Laser
Engraving

Personal Info

Born: July 1, 1987
Birthplace: New York City, USA
Nationality: American
Swiss Work Permit: C

Global Senior Product Enablement Manager, Light Reaction

New York (USA) | Oct 2016 - Mar 2017

- Owned GTM enablement for a performance product suite across the Americas, designing sales tools and onboarding kits.
- Launched internal platforms for campaign briefing, product tracking, and training delivery.
- Facilitated cross-team collaboration to improve adoption and product fit.

EMEA Senior Product Development & Training Manager, Xaxis

Düsseldorf (DE) | Aug 2013 - Oct 2016

- Created the Xaxis e-Academy, training 3,500+ internal users across product and strategy topics.
- Delivered market-specific product research and dashboards for EMEA leadership.
- Localized tools and launched product workshops for teams in 10+ countries.

Business Development (Entrepreneurial), Unimania.de

Köln (DE) | Nov 2012 - Aug 2013

- Developed and launched a business approved by the German Chamber of Commerce (IHK). Led website design, online marketing campaigns, and content creation across digital and print.

Management Trainee, Momenive

Leverkusen (DE) | Sep 2010 - Oct 2012

- Rotated across supply chain, marketing, and finance; led Six Sigma projects (2010-2012).

OTHER EXPERIENCE

LevelUp! Product Academy

Aug 2023 - Dec 2023

- Completed a lean product management workshop series covering PM fundamentals, discovery and delivery methods, and leadership development.

Builder & Ecosystem Programs

- ZuBerlin and Zwitterland builder programs | 2025
- zkProof Noir competition, Berlin Blockchain Week | 2025
- European Blockchain Convention | Sep 2024
- DEX Conference Switzerland | Nov 2023

EDUCATION

CAS Blockchain

Hochschule Luzern (HSLU) | 2025 - 2026

- Research paper: DePIN Tokenomics Under Stress: A Comparative Stress Evaluation Using the Onocoy Network as an Anchor Case.

Master of Science in Web Science

Cologne University of Applied Sciences | Sep 2015 - Sep 2017

- Master's thesis: The Impact and Critical Success Factors of Integrating Artificial Intelligence (1.0).

Double Bachelor of Science (Dual Degree) in International Business, Finance & Spanish

Sep 2006 - Sep 2010

- Universidad Pontificia Comillas, Madrid, Spain (2008 - 2010).
- Northeastern University, Boston, USA (2006 - 2008)