Ray Svitla

Fractional CMO & Research Lead | Network-State & Web3

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CORE STRENGTHS

• Web3 / Social-Fi Research
• Community & Events Ops
• Fundraising & Investor Relations
• Product-Market Fit
• Narrative & PR

Selected Achievements

• Built research dept from scratch: 6 studies → 80 publications → 9 tier-1 clients incl. Blockchain.com, ByBit.com, Coinspaid.com
• Raised $25 M+ via crowd-investing, secured $250 K equity & $200 K+ grants (NEAR Foundation, USAID, EBRD Bank).
• Co-founded WAKA dating app: grew to 100 K users with 10× lower CPR; raised $300 K; 200+ creator rooms.
• Produced 7 international Network-State events (London, Lisbon, Berlin, Dubai) featuring Vitalik Buterin.

Professional Experience

2022 – 2025 | Founder & Community Lead
FutureState.tv — Lisbon & Remote

• Kick-started community exploring network societies; grew to 700+ participants.
• Produced research-driven events & workshops; secured USAID grant and sponsorships.

2020 – 2023 | Co-Founder & CEO
WAKA — Community-driven dating app, Kyiv / Lisbon

• Built 9-person cross-functional team (product, marketing, engineering).
• Partnered with influencers to open 200 revenue-sharing "rooms", slashing CPA 10×.
• Scaled to 100 K users; attracted $300 K from angels & grants; paused due to war in Ukraine.

2016 – 2020 | Strategist & Head of Research
BDC Consulting, Global

• Built award-winning research dept; published 80+ papers cited by Binance, The Block, Cointelegraph.

• Research became #1 sales channel, attracting tier-1 clients (Blockchain.com, CoinsPaid, Bybit).
• Managed up to 20-person squads on 6- and 7-figure crypto projects.

2014 – 2017 | Founder
Tech-Bit E-commerce, Belarus
• Launched online store for innovative gadgets; drove thousands of customers via social media.

Education
• John Smith Trust Fellowship — UK FCO, London (Public Policy & Leadership)
• Executive MBA — Kozminski University, Warsaw
• Creative Strategy Program — IKRA School, Minsk

Languages
English – Fluent | Russian – Native | Belarusian – Native | Ukrainian – Conversational

Interests
Network States · Decentralised Governance · Music Production · Fashion · Maine Coon dad