



Miguel Melo

Crypto · Web3 · Blockchain Operations · DeFi

Trilingual in Portuguese, Spanish and English, with the cultural fluency that comes with it.

Luxembourg | +352 661 117 892 | miguel@pereirademelo.org

DOB: 24/02/1984 | EU Citizen | Driving licence B | Available immediately

PROFESSIONAL SUMMARY

Twenty years of professional life across three countries, two languages of business and one consistent thread: I build things with people. Market entries, franchise networks, institutional client relationships, development pipelines. The form changes. The approach does not.

I am Portuguese-born, matured in Canada, seasoned in Spain and now aging in Luxembourg. That biography is not decorative. It shaped how I read rooms, how I negotiate, how I earn trust in contexts where I am the outsider. Trilingual in Portuguese, Spanish and English. French in progress.

My formal background is in operations and commercial development. But the world I am paying attention to is digital. I have been active in the crypto ecosystem since 2016, following the space as it moved from speculative curiosity to financial infrastructure. I have participated in it: liquidity pools, wallets, protocols, the cycle of bull and bear markets, not as a professional but as someone who believes in what is being built. NFTs as ownership primitives. DAOs as new models of collective governance. DeFi as financial access for people the traditional system left out. These are not just asset classes to me. They are early signals of a shift in culture, how communities organise, how value flows and how civic participation gets reimaged.

Blockchain and AI together are not a trend. They are the foundation of what comes next. I want to work at that intersection, not just as an observer but as someone contributing to it, building within it, helping organisations navigate it.

I am available immediately, fully committed and ready to run at whatever comes next.

PROFESSIONAL EXPERIENCE

Account Manager | BNP Paribas Securities Services | Lisbon, Portugal

2014 – 2017

- Managed a dedicated institutional client account within BNP Paribas's outsourcing model, serving as the sole point of contact across settlement, corporate actions, fixed income, cash and compliance functions in a fully regulated banking environment.
- Owned settlement follow-up and reconciliations across multiple asset classes, investigating breaks and driving swift resolution of exceptions with accuracy and documentation discipline.
- Participated in KYC/AML processes and customer due diligence, handling requests for information and client documentation review to maintain audit readiness and regulatory compliance.
- Led monthly governance meetings covering SLAs, incidents and service performance, translating data into process improvements and stronger controls.

Area Developer | *Kentucky Fried Chicken (YUM! Brands) | Lisbon, Portugal*

2020 – 2024

- Managed a multi-year development pipeline generating 20 to 25 qualified leads per year, delivering 35+ openings and doubling the national footprint.
- Built governance frameworks and cross-functional coordination structures across franchisee partners, landlords and internal teams, maintaining documentation accuracy throughout.
- Built a market intelligence model to prioritise territories and reduce risk in site selection, equipping partners with data-driven tools.

Expansion Manager | *Papa John's Portugal | Lisbon, Portugal*

2019 – 2020

- Led brand market entry in Portugal from zero, opening the first four company-owned units and designing the full Lisbon metro expansion plan.
- Owned the full lifecycle: site selection, lease negotiation, capex, permitting, documentation and brand standards end to end.

Expansion Manager Portugal | *Restalia Group | Lisbon, Portugal*

2017 – 2019

- Led commercial development and real estate strategy in Portugal, scaling the footprint from 7 to 24 units across two brands in under two years.
- Managed the full investor lifecycle from pitch through franchise agreement negotiation and new unit delivery.

Regional Sales Manager | *EBSCO Information Services | Madrid, Spain*

2013 – 2014

- Managed the Portugal and Spain territory end to end, owning pipeline, executive relationships and annual renewals across institutional and corporate segments.

Corporate Sales Manager / Product Manager | *SMART Technologies | Madrid, Spain*

2009 – 2013

- Built the corporate sales segment across Spain and Portugal from scratch; grew revenue from zero to over 800k EUR in the first full year through partner enablement and strategic account development.

TOOLS

MS Office Suite, Google Workspace, Salesforce, Core Banking Systems, Microsoft Teams, Slack. AI workflows: Claude, ChatGPT, Gemini, LibreChat, DeepSeek, Perplexity. Crypto: Binance, Kraken, Coinbase, Bitpanda and various DeFi protocols and wallets.

EDUCATION

AI Talents — Frankfurt School Blockchain Center

Cohort Participant, 2025

Universidade Europeia — BA Marketing, Advertisement and PR (incomplete)

2014 – 2017

LANGUAGES

Portuguese (native), English (bilingual), Spanish (bilingual) and French (in progress).

PROJECTS

Lugar das Luzes

Santarém, Portugal - Co-Founder - In development

A rural sanctuary where nature, light and imagination meet. Designed as a space for immersive experiences, blending the serenity of the countryside with sensory art, from permanent light installations to ephemeral creations that invite awe, connection and retreat.

INTERESTS

My interests revolve around being with my 19-month-old son and the people who matter most: family and friends. Music is a constant presence in my life, a way to recharge, reflect and stay connected.