

Janlo van den Heever

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I build growth systems that scale. Bitcoin, fintech, crypto media and edtech, from zero to millions, across 15+ markets, \$10M+ budgets and 18 years of doing it for real.

18+ YEARS	\$10M+ BUDGETS	2M+ USERS GROWN	15+ MARKETS	3X REVENUE GROWTH
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PROFILE

I've spent 18 years learning one thing: **growth is a system, not a campaign.** I've built those systems inside a global energy drink company with a \$10M+ regional budget, inside a crypto media machine reaching millions daily, inside a Bitcoin neobank with 2 million users, and inside my own startups. I move fast, I move with data, and I don't stop until the numbers move. **Bitcoin and digital assets are where I operate now.** If you're building something that matters in this space, let's talk.

WEAPONS

- GTM Strategy
- Brand Repositioning
- Growth Hacking
- B2C & B2B Funnels
- Performance Marketing
- CRM & Lifecycle
- KOL & Influencer Deals
- Affiliate Programmes
- App Store Optimisation
- API Product Launch
- Digital Product Builds
- Multi-market Execution
- Team Leadership
- AI Workflow Design
- Budget Ownership \$10M+
- Data & Analytics
- Crypto & Web3
- Edtech

Mar 2025 to Present

Xverse

Remote · HQ Hong Kong

Head of Growth - Bitcoin Neobank

- ▶ Repositioned a **2M-user Bitcoin wallet** into a premium neobank targeting high-net-worth Bitcoin holders, rebuilding the entire brand, GTM and funnel architecture from scratch.
- ▶ Launched the **API product from zero**, owning positioning, messaging, and commercial programme for a B2B revenue line targeting developers and financial institutions.
- ▶ Card waitlist: **2,000 signups in 48 hours** via coordinated cross-channel acquisition campaign.
- ▶ Runs all B2C and B2B programmes: API partnerships, affiliate networks, KOL campaigns, onramp/offramp integrations, in-app advertising.
- ▶ Activated Bitcoin Vegas, Bitcoin Hong Kong, Token2049, driving pipeline, press and partnerships.
- ▶ Restructured team with AI workflows: **50% output increase, 20% headcount reduction.**

Jan 2024 to Mar 2025

Crypto Banter

Remote · HQ UAE

Head of Marketing - Global Crypto Media

- ▶ Scoped, pitched and closed deals with **Jason Derulo, Scott Melker (Wolf of All Streets)** and other high-profile talent, turning their audiences into product users.
- ▶ Launched **Krown Trading School** from zero: a fully monetised digital education product with master trader Eric Krown, targeting serious day traders.
- ▶ Delivered **40%+ improvement in top-of-funnel conversion** within 90 days via CRM and onboarding overhaul.
- ▶ Closed affiliate partnerships with Bybit, TradingView, Coingecko and 1M+ audience finance influencers.
- ▶ Owned performance, referral, social and product marketing across one of the world's largest crypto media audiences.

May 2022 to Dec 2023

HyperionDev

Remote · UK & South Africa

Global Head of Marketing - Edtech

- ▶ **3x revenue growth in under 12 months.** New university partnerships with Imperial College London and University of Manchester.

- ▶ Managed a **\$2M+ annual media budget** and a team of 10+ directs plus agencies across two continents.
- ▶ Sourced **10,000+ qualified applicants** for UK Department for Education-funded coding bootcamps.
- ▶ Ran the in-house creative studio end-to-end: design, copy, video, broadcast. A/B tested everything.
- ▶ Partnered directly with Product to redesign learner UX, converting funnel insight into product decisions that moved activation and retention metrics.

Sep 2020 to Jun 2022

Tapestry Home Brands

Hybrid · South Africa

Executive: Digital Transformation & eCommerce GTM

- ▶ Built eCommerce GTM from the ground up for South Africa's largest furniture retail group, including BNPL and digital payments partnerships.
- ▶ Led digital transformation across marketing operations, performance media and customer acquisition.

Jan 2019 to Oct 2020

Timewarp Delivery

South Africa · Founder

Founder & Head of Product - On-Demand Delivery

- ▶ Built and launched an on-demand delivery app: **10,000+ downloads, 100,000+ product catalogue**, payment and stock feed integrations.
- ▶ Full ownership across product, brand, commercial strategy and marketing.

2011 to 2019

Red Bull GmbH

Brazil · South Africa

7.5 years

LATAM Head: Trade Marketing & Pricing Strategy

- ▶ Ran marketing and pricing strategy across **15+ Latin American markets** with a **\$10M+ annual budget** across B2C campaigns, hardware and B2B partner initiatives.
- ▶ Built and led a regional team, partnering directly with MDs and country GMs to translate global strategy into local market programmes.

- ▶ Previously held National Head and National Insights roles across South Africa, the full commercial toolkit from data through to activation.

2007 to 2011

Nielsen

South Africa

Senior Account Director · Retail Measurement Science

- ▶ Client service and commercial growth across major FMCG accounts. Data, insights and analytics at the base of everything.

NUMBERS THAT MATTER

3X

Revenue growth at HyperionDev in under 12 months

\$10M+

Annual budget owned at Red Bull LATAM across B2C, hardware and partner programmes

40%+

Top-of-funnel conversion uplift at Crypto Banter within 90 days

2,000

Card waitlist signups at Xverse in 48 hours

10,000+

Applicants sourced for UK government-funded bootcamps at HyperionDev

15+

Markets owned simultaneously at Red Bull Latin America

WHAT PEOPLE SAY

" Janlo is absolutely a beast of a Marketing Director.

Ran Neuner

CEO & Founder, Crypto Banter

" In an extremely short space of time and with a team that was barely formed and resourced, Janlo managed to lead the recruitment of thousands of applicants. We set very ambitious targets and these were nearly all met.

Riaz Moola

" A trustworthy, accountable and strategy-oriented professional that left a good legacy in the region.

Diego Collicchio

President Red Bull Brazil / ex-
President Red Bull US

Founder & CEO, HyperionDev · Forbes 30
Under 30 / Cambridge Gates Scholar

EDUCATION

B.Com Business Management

2003 to 2005

University of Pretoria · Majors: Marketing & International Business Management

2x 300-Level Distinctions in final year

Golden Key International Honours Society

STACK

Google Analytics 4 · Google Ads · Google Tag Manager · Meta Ads · Google Data Studio ·
Sprout Social · Brevo · ActiveCampaign · SendGrid · Intercom · HubSpot · Unbounce ·
Nutshell CRM ·

App Stores (iOS, Google Play, Chrome Web Store) · Adobe Creative Cloud · Figma · Miro
· Google Firebase ·

AI Workflows (Claude, GPT, Gemini) · English & Afrikaans (Native) · Spanish &
Portuguese (Conversational)

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