

# Jacqueline Gia Le Mach

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Business Operations · Project Management · Growth Marketing · Event Planning & Field Operations

## EXPERIENCE

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### Infrared Finance

2024 – Present

*Proof of Liquidity on Berachain · iBERA liquid staking · iBGT wrapper · yield-optimized vaults · validator infrastructure · Peak TVL \$2.5B*

#### Head of Community

- **Led global GTM and ecosystem partnerships with 30+ partners** serving as primary point of contact to coordinate growth initiatives and marketing campaigns across APAC and EMEA regions.
- **Designed and hosted 20+ events and field marketing activations**, managing end-to-end logistics, vendor relationships, and post-event engagement to drive community growth.
- **Spearheaded content production to translate complex DeFi systems (liquid staking, Proof of Liquidity)** into clear messaging for educational and marketing content, improving technical clarity and user adoption across key product features.
- **Optimized internal workflows and supported execution** across product and operations; Led recruiting initiatives to scale from 8 to 20 employees as an early member while implementing structure, reducing friction, and maintaining momentum during growth.
- **Drove cross-functional management** across engineering, marketing, and business teams using Linear to organize workflows, align timelines, track deliverables, and surface blockers early.

### Kana Co.

2023 – 2024

#### Strategy Consultant

- **Delivered modular Web3 strategy services** for Web2 companies transitioning into the decentralized economy, covering go-to-market, communications, and community strategy.
- **Created strategy plans around tech-marketing, comms, and PR** to help clients build crypto-native communities and share their message with clarity, persuasion, and creativity.
- **Advised teams on capturing the rapidly expanding decentralized economy**, growing market caps, and leveraging crypto-native tools to accelerate growth.

### 8it, Inc. / EdibleNFT

2023

*NYC's go-to source for food pop-ups, new dish drops, and trusted recommendations*

#### Project Manager / Consultant

- **Strategically developed the first annual EdibleNFT Food Hunt** during NFT NYC 2022 — an eat-to-earn event connecting NFT projects, NYC restaurants, chefs, and the Web3 community with exclusive prizes and limited dish drops.
- **Collaborated with Food Network Chef Christian Petroni and Crypto.com** to recreate an EdibleNFT off the Garlic Butter Sicilian Pizza, offering exclusive perks to NFT holders.
- **Built a Web3 ethos-based community** to onboard new members into the ecosystem and lower the technical barrier into the crypto space.

### VMware, Inc.

2020 – 2023

#### Technical Account Manager

- **Delivered strategic planning and performance optimization** for 10+ enterprise accounts, providing streamlined access to VMware resources and driving measurable client results.
- **Increased customer flexibility and agility in IT Services** through successful implementation and optimization of VMware products across cloud and virtualization environments.
- **Advised companies on deployment, migration, adoption, and operational excellence**, aligning VMware solutions to evolving business goals and critical IT initiatives.
- **Analyzed complex environments and created targeted strategies** to address evolving IT changes and tackle critical infrastructure initiatives.
- **Built strong pre- and post-sales relationships** with customers and internal teams, serving as a trusted technical advisor across large-scale enterprise environments.

## EDUCATION

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**University of California, Riverside** - Bachelor of Science in Business Administration

Concentration: Information Systems

Certifications: VMware Certified Professional – Data Center Virtualization (VCP-DCV 2020)