

Brian Felsen

Visionary Leader | Growth & Innovation Specialist

📞 (212) 987-0867 | ✉️ info@brianfelsen.com

Executive Summary

Innovative leader with a proven record of scaling businesses, fostering growth, and driving innovation across blockchain, media, and technology industries. Adept at combining strategic vision with hands-on execution, excelling in fundraising, team development, and transformative leadership. Skilled in achieving extraordinary results through dynamic growth strategies.

Career Highlights

- **Transformed CD Baby into the world's largest independent music distributor** by leading its transition from physical to digital distribution. Doubled revenue, tripled profits, and managed a team of 110, culminating in a \$90M acquisition.
- **Founded BookBaby**, one of the largest eBook distributors globally, forging partnerships in 185+ countries.
- **Created and ran the Philadelphia Music Conference**, the U.S.'s third-largest music industry event, hosting 4,000+ artists, 100,000 attendees, and generating \$1.5M in revenue.
- **Raised \$6M+** across blockchain leadership roles at Massa Blockchain and INTMAX, driving growth in web3 engagement and community building.
- **Directed award-winning films** featured at international festivals, such as *The Oil Wrestler* (Amazon Prime Video) and *COUP* (DARBE).

Professional Experience

Blockchain Leadership Experience

Massa Blockchain Protocol – Chief Marketing Officer (2023–2024)

- Managed token generation events, raising \$4M+ from over 1,300 investors.
- Developed go-to-market strategies for mainnet, developer engagement programs, and cross-chain connectivity partnerships.
- Led a web3 marketing team, achieving 4x growth in social media following.

INTMAX – Chief Communications Officer (2023–2024)

- Designed and executed web3 marketing strategies, driving a 40% pre-launch

engagement increase.

- Secured \$2M in seed funding by revamping pitch materials and investor outreach.
- Created go-to-market strategies for international expansion, central bank digital currency (CBDC), and wallet initiatives.

Harmony.one Blockchain Protocol – Head of Marketing (2022)

- Directed metaverse ecosystem development and redesigned the website, increasing developer sign-ups by 30%.
- Founded BLU3DAO, empowering 800+ women in web3 and securing \$1M in grants.

Growth and Business Development

CD Baby | BookBaby | HostBaby – President (2008–2014)

- Drove the transition from physical to digital distribution, doubling revenue and tripling profits.
- Led a team of 110 across operations, tech, customer service, and warehouse functions.
- Founded BookBaby, establishing partnerships with global retailers in over 185 countries and scaling distribution to 126 stores.

artSteady Marketing Agency – Founder and CEO (2019–2021)

- Established a digital marketing agency, dramatically increasing client revenues across industries such as fashion and healthcare.
- Led multi-channel marketing initiatives, boosting website traffic and conversion rates by 20%.

Creative Leadership

- **Philadelphia Music Conference:** Created and ran the U.S.'s third-largest music industry event, showcasing 4,000+ artists and attracting 100,000 attendees annually.
- **Film Production:** Directed *The Oil Wrestler* (Amazon Prime Video) and *COUP (DARBE)*, featured at international festivals.
- **Music:** Produced a secular gospel album (Spotify), a classical oratorio in collaboration with philosopher Daniel Dennett, and published two volumes of recursive poetry.

Education

University of Pennsylvania – Wharton School of Business; Annenberg School of Communications

- B.S. in Economics, Concentration in Marketing | B.A. in Communications
- Graduated Cum Laude

Skills & Expertise

- **Strategic Leadership:** High-performing team development, organizational scaling, change management, LEAN, Agile/Scrum.
- **Growth & Marketing:** Fundraising, go-to-market strategy, digital campaigns, user acquisition.
- **Blockchain & Technology:** Token launches, ecosystem development, web3 marketing, developer engagement.
- **Creative Direction:** Content strategy, brand storytelling, media creation, event management.