



Trent Lapinski

PRODUCT MARKETING EXECUTIVE

Trent Lapinski is a strategic technical product marketing technology executive with experience in developer relations, growth, product development, and a former startup CEO. He first made a name for himself over 20-years ago in Silicon Valley by live-blogging Steve Jobs keynotes on a hacked mobile phone.

Trent specializes in finding product market fit, and has made an impact on SaaS automation, devops, Web3, DeFi, NFTs, remote team management, several open source projects, team chat, WordPress, The Graph, podcasting, public speaking, and content creation.

WORK EXPERIENCE

Director of Product Marketing / Edge & Node (The Graph) 2022

Established Product Marketing efforts for a blockchain indexing network powering Web3.

- Implemented Product Marketing best practices across organization.
- Led cross-functional meetings, including executives, and The Graph Foundation.
- Helped recruit a developer relations to assist with documentation, content creation, and community management.
- Working with marketing, Foundation, and product team on new website.
- Built out messaging and branding frameworks.

Head of Marketing / Energi 2021-2022

Ran marketing for a DeFi focused blockchain, DEX, and upcoming NFT marketplace.

- Led efforts on the creation of a pitch deck and business plan that resulted in a \$50M investment.
- Developed a Go-To-Market strategy for DeFi NFT marketplace and NFT collections.
- Oversaw branding, ad campaigns, influencers, social, landing pages, SEO, SEM, and managed nine people.

Product & Marketing / TrustSwap 2021

Owned product market fit efforts for a DeFi company with a number of products & services.

- Put processes, analytics, and strategies in place to maximize ROI.
- Managed product development for The Crypto App.
- Rebranded the company, and led product marketing efforts for several Web3 products.
- Oversaw marketing team for content, social media, PR, landing pages, SEO, etc.

CMO / Zulip (Kandra Labs) 2020

Helped reposition and rebrand an open source alternative to Slack using market research.

- Developed a Go-to-Market strategy, led PR, and product marketing.
- Worked in a collaborative remote work environment with a number of MIT engineers.
- Developed strategies for new revenue opportunities.

VP of Solutions / Stratus5 From 2015 to 2020

Reported directly to the lead investor, the former CTO of JPMorgan Chase, on a cloud devops startup for Software-as-a-Service devops automation.

- Oversaw product marketing, business development, analytics, and executed sales.
- Led product development on a cloud automation devops and analytics platform.

Podcast Host / Hackernoon From 2018 to 2019

Sold the Crypto Disrupted Podcast to Hackernoon.com, and became the host of the Hackernoon Podcast. Interviewed dozens of the smartest tech executives and investors in the industry.

CONTACT

 (714) 904-4280

 trent@techpost.io

 LinkedIn.com/in/trentlapinski

 Austin, Texas

SKILLS

PROFESSIONAL

- Marketing Strategy
- Product Marketing
- Growth
- Product Development
- Developer Relations

PERSONAL

- Remote Team Work
- Problem Solving
- Branding
- Strategy
- Analytical
- Data Driven
- Articulate

EDUCATION

DIGITAL MEDIA

Orange Coast College
2003 - 2006

MENTORS

Former founder of Myspace
2006 - 2010

Former IBM / VMware executive
2015-2019