

Diego Costa

Business Developer **bridging tech & people**

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Self-taught business developer combining sales, partnerships and operations with DeFi and AI knowledge.
Passionate about cars, mechanisms and making complex topics accessible.

EXPERIENCE

MOIC

Head of Partnerships Sep 2026 - Present

- Promoted to junior closer alongside the CEO, expanding from opportunity generation to deal closing.

Partnerships Lead Jan 2026 - Aug 2026

- Owned BD execution for Hypernative: generated US\$600K in pipeline and booked 53 meetings, contacting 800 leads through approximately 3,000 messages with a 40% response rate.
- Built outbound cadences and improved prospecting workflows for BDaaS client engagements.

Lugue

Founder & Product Builder (part-time) Feb 2026 - Present

- Building a pre-launch B2B sales-intelligence prototype combining imported lead data and public research to inform prospecting and human-reviewed outreach.
- Leading discovery, UX, Claude-assisted development and quality evaluation for relationship-led outbound.

Sending Labs

AI Trading Operations Manager Apr 2025 - Dec 2025

- Researched markets and reviewed every AI-generated signal, recording assessments and feedback in Telegram; contributed to an observed increase in signal accuracy from approximately 95% to 98%.
- Managed a US\$20K allocation in a US\$200K fund, recommending and executing trades within set limits.

Business Development Manager Apr 2024 - Aug 2024

- Identified 35 interested prospects from ~100 calls for node sales, SDK adoption and Sending.me communities.
- Created the BD SOP, improved CRM workflows and handed opportunities to the closing team.

Paçoca

Chief Operating Officer (COO) Oct 2022 - Apr 2024

- Co-managed a US\$1M multisig treasury with the CEO and CMO: payments, allocations and investments.
- Managed seven BD/community reports and coordinated integration delivery with three developers.

Business Developer & Head of Community Mar 2022 - Apr 2024

- Negotiated integration and co-marketing terms with 150+ dApps across seven blockchains; defined requirements, prioritized delivery, coordinated developers and executed joint campaigns.
- Grew combined Telegram/Discord membership to ~100K through DeFi support, AMAs and community events.
- Trained 10 hires, mainly CMs, in communication, fast responses, soft skills and sales basics.
- Maintained GitBook technical documentation and product manuals through 200+ pull requests.

Head of Community Mar 2021 - Feb 2022

- Joined as the first employee and initially sole moderator; built community operations from scratch.

EDUCATION

PUCRS | Commercial Management degree, in progress | Oct 2025 - Expected Oct 2027

IFSC | Post-Secondary Technical Certificate in Automotive Maintenance | May 2019 - Jan 2021

TOOLS & LANGUAGES

Tools: Kommo, Apollo, GitBook, Claude | **Languages:** Portuguese (native), English (fluent)

Short and additional experiences

Binance: Customer Service | **MEXC:** KOL Business Development