

Eduardo Ríos

Fintech, Web3 & AI · Revenue, Product & Partnerships Leader

Mexico · Remote (GMT-6) · e.riosfg008@gmail.com · +52 477 264 9191 · linkedin.com/in/eduardogarciax · bando.cool

SUMMARY

Co-founder and revenue & product leader with **7+ years in fintech, payments and web3** across LATAM, US and global markets. Took a cross-border payments product from **\$0 to \$1B USD a year in one year**; closed partnerships with **Bridge (now part of Stripe), Binance, Base, World App and Minipay**; raised **\$1M USD** from Outlier Ventures and Ethereum Foundation angels. Built one of LATAM's largest Spanish-language crypto and AI media brands (**370+ episodes, 20M+ social impressions in the last 12 months**). **AI-first mentality** with hands-on command of AI tools across product, growth and operations. Product background at **Bitso** (6M+ users) and **MOVii** (3M+ users). Data-driven: Python, SQL, Tableau, Looker, Amplitude.

EXPERIENCE

Bando — Co-founder & Chief Revenue Officer

Sep 2023 – Present

Remote · API infrastructure for on-chain financial products · backed by Binance, Base and Outlier Ventures

- Building the **"Fintech 3.0" layer**: an API that lets fintechs, wallets and apps launch investment products in weeks, starting with **Mexican government bonds (CETES) and global bonds**; Bando handles wallets, compliance and settlement.
- Designed B2B2C payments infrastructure enabling wallet spending in **30+ countries**; started in crypto on/off ramp for LATAM users.
- Closed strategic partnerships with **Bridge and Privy (both now part of Stripe)**, plus **Binance, Base, World App and Minipay**; maintain a close working relationship with the Stripe ecosystem, including the Tempo team.
- Evaluate, negotiate and manage **on/off-ramp, stablecoin and banking infrastructure providers** across markets: pricing, SLAs, integration scope and vendor selection.
- Raised **\$1M USD at a \$15M valuation** from Outlier Ventures, Vedra Ventures and angels from Ethereum Foundation, LiFi and Scroll.
- Lead go-to-market, partnerships and revenue strategy across LATAM and global markets; built referral and viral acquisition through shared widget experiences.

Espacio — Co-founder

Nov 2020 – Present

Mexico · Spanish-language media and education brand for crypto and AI

- Co-founded the **#1 Spanish-language crypto podcast (370+ episodes, 100K+ annual downloads)**, now also an **AI media brand with 20M+ social impressions in the last 12 months**.
- Built a community of **40K+ followers across networks, 10K newsletter readers and 2K Telegram members**.
- Partnered with **Binance, Base, Starknet, Solana and Celo** for activations, events and university programs; organized **10+ events with 1,000+ attendees** (Uniswap House, Base Around the World, APEX, Meet Monad).
- **Bridge and Privy (Stripe)** are core media clients: produced **3 events for Bridge across Mexico and Argentina**; invited to Stripe Sessions.
- **Ethereum Foundation and Optimism RetroPGF grantee**; crypto fundamentals course with 2,100+ downloads.

KillB — Head of Product · Head of Partnerships & BD

Aug 2022 – Sep 2023

Remote · B2B cross-border payments with crypto rails

- Led the pivot from legaltech to international payments; built from scratch, in one year, a product that processes **\$1B USD a year**.
- Closed **15 B2B clients in the first 9 months**, taking the company to **break-even**.
- Opened **Mexico, Colombia, Brazil, Argentina and the US**, negotiating with banks, exchanges, on/off-ramp providers and OTC desks; automated execution for payments of \$50K+ USD.

MOVii — Head of Crypto

Oct 2021 – Sep 2022

Colombia · Neobank backed by Square · 3M+ users

- Worked extensively with regulators to secure **Colombia's first crypto sandbox** and launched the **first regulated crypto offering in the country**.
- Offered crypto to **3M+ users through the app**, with a roadmap spanning interest-bearing accounts, an exchange and a web3 browser.
- Part of the team that raised at a **\$300M USD valuation** with Square and VCs allied with Bank of America.

Bitso — Product Owner / Product Manager

Dec 2020 – Nov 2021

Mexico · Largest crypto exchange in LATAM · 6M+ users

- Led web3 products for **6M+ users** across LATAM: derivatives, wallets and browser.
- Worked on the **wallet RFQ process** with the team, evaluating and comparing infrastructure vendors.
- Developed an arbitrage bot to trade liquidity on main trading books (BTC/ARS, BTC/BRL, ETH/ARS).

Financial Solutions — Product Owner & Product Manager

Dec 2018 – Dec 2020

LATAM · B2B software for financial institutions

- Owned roadmap, backlog and tailor-made solutions for LATAM's biggest banks: **Citi, Santander, Corficolombiana, Banco Galicia and the Peruvian Stock Exchange**.
- Improved conversion funnels with A/B testing, UX/UI research and user interviews.

EDUCATION & CERTIFICATIONS

Reforge — Product & Growth

2023

Harvard — Professional Certificate, Leadership & Communication

2021

UC San Diego — MicroMasters, Data Science

2021

San Diego State University — TrepCamp, High-Impact Entrepreneurship

2020

Escuela Bancaria y Comercial — B.A. in Finance

2014 – 2019

Millikin University (Illinois) — Business Management & Finance

2018

SKILLS

Growth & revenue: go-to-market strategy, partnerships, business development, B2B sales, community building, viral acquisition

Product: product strategy, discovery, user research, A/B testing, roadmapping, Scrum (SPOC certified)

Domain: payments, cross-border, on/off ramp, stablecoins, payment rails, banking-as-a-service, vendor selection and RFPs, SLA negotiation, investment products, compliance-aware product design

AI: AI-first workflows across product, growth and content; hands-on with LLMs (Claude, ChatGPT), AI agents, prompt engineering and AI-assisted analytics and prototyping

Data: Python, SQL, Tableau, Looker, QLIK, Amplitude

Licenses: AMIB Figure 3 (Mexican securities advisor license)

Languages: Spanish (native), English (fluent)

SPEAKING & COMMUNITY

Speaker at **Devcon Bogotá 2023**, ETH Denver 2021, ETH México 2023, ETH Porto 2023, Mexican Senate Blockchain Conference and Talent Land 2021. Founder of the Spanish Media Node at Bankless DAO; contributor at Yearn DAO; FWB member.