



Mark Little

Portugal (GMT+1)

C-suite Growth Leader | Marketing, Business Development & Operations | Fundraising & Strategic Partnerships

Multi-disciplinary CMO and technology executive with international leadership experience across Web3, P2P, fintech and global organisations including Unilever and Disney. Proven in scaling businesses and tech platforms globally. Leads marketing, product and commercial strategy from startup to blue-chip environments. Known for operating in fast-moving environments, bridges board-level strategy with hands-on execution, turning leadership vision into day-to-day results.

Career Highlights

Streamr Network | CEO & CMO

Re-positioned Streamr (P2P network) as a leading project within the emerging Web3 DePIN sector, delivering multiple partnerships while driving awareness through influencer campaigns, social media, build in public calls, conferences - supporting the launch of Streamr Mainnet.

Pivoted Streamr from infrastructure protocol to application layer server-less video streaming platform. Now leading product development, go-to-market strategy and venture fundraising, securing \$1m in venture funding and a \$2m Swiss government grant application to support the next phase of growth.

Pynk | CMO, co-founder & board member

Co-founded fintech and prediction market Pynk, scaled the platform to 75,000 global users while managing a 20+ person team and operating budget.

Raised £2.5m from Seedrs, venture investors and angels, personally securing a leading UK fintech chairman as lead investor and advisor.

Unilever | Marketing & eComm Director

Led growth and turnaround initiatives across Unilever's Asia businesses, making China the largest global Cornetto market with ~\$200m revenue (+20% CAGR) and returning the China and Japan tea businesses to ~\$200m combined value (+12% CAGR) through localisation of global campaigns and strategic market expansion.

Direct-to-consumer incubation within Unilever, building new digital ventures and M&A advisory including Dollar Shave Club.

Education

Degree: Business Economics BSc | **Accelerators/other:** Outlier Ventures, Founder Institute, Natwest Bank Fintech, Near Protocol, Growth Tribe, Blockchain Strategy, Saïd Business School, Oxford University.

Skills

Marketing

Growth strategy, paid media (SEM, social), SEO and content growth, referral and community-led growth, influencer and partnership campaigns, funnel analytics, brand development, user and market research, community and DAO management, above-the-line campaigns (TV, radio, outdoor). GDPR compliance.

AI-Enabled Growth & Automation

Using AI tools including Claude, OpenClaw, Hermes, Paperclip, Puppeteer, OrangeSlice, String, n8n and Loveable to build automated marketing systems, SEO tooling, lead-generation workflows and rapid website deployments—enabling faster experimentation, lean growth execution and reduced operational overhead.

General Management

Strategy and business planning, product and project leadership, P&L management, business development and strategic partnerships, capital raising and investor relations, M&A advisory, stakeholder and board communication, team and talent development, operational execution, KPI, OKR and performance analytics. Market Making and exchange listings management.

Advisory

Bitcomps | Ecosystem advisor to tokenised prize comp platform.

Roam | Growth advisor to Web 3 telco (DeWi). 0 to 100k users.

Zonaris | Growth advisor to nodes as a service project.

Entropy | Direct-to-consumer consultant.

Detailed Professional Experience

Streamr Network

CEO (2025–Present) · CMO (2022–2025)

Decentralised data network and protocol enabling peer to peer (server-less), real-time data, messaging and video streaming. DAO Council Member.

Leadership scope:

- Built and led cross-functional commercial organisation spanning marketing, growth, partnerships and business development
- Established Streamr's partnership pipeline, CRM infrastructure and ecosystem development strategy
- Represented Streamr globally across conferences, AMAs, podcasts and ecosystem events

Key achievements:

- Defined Streamr's positioning within the emerging DePIN sector, building global awareness through community, PR and events, including founding the DePIN Connect ecosystem
- Built and scaled a strategic partnership ecosystem with 20+ integrations (Helium, IoTeX, Peaq, DIMO), co-founding the Lisbon DePIN meetup and hosting the Token2049 DePIN Stack event (492 attendees)
- Built and led the growth organisation across marketing and business development, launching a referral engine generating 150,000+ sign-ups
- Go-to-market for the Streamr 1.0 mainnet launch, growing X to 150K+ followers (+52%), increasing engagement 61%, and supporting expansion to 800+ miners and \$117M TVL (+399%)
- Built commercial infrastructure and Web2 pipeline, implementing CRM systems and leading 100+ enterprise BD conversations
- Led strategic pivot toward an application-layer video platform, owning product roadmap, go-to-market and fundraising, including a \$2M Swiss grant application

Pynk

Co-Founder, CMO · 2018–2022

Gamified prediction platform using The Wisdom of Crowds to generate trading insights for cryptocurrency, gold, fx and equities markets.

Leadership scope:

- Co-founded the company and served as board member, leading product strategy, marketing, operations and fundraising
- Built and managed cross-functional team of 20+ engineers, designers and growth specialists
- Oversaw commercial strategy, regulatory compliance and operational execution during the company's growth phase

Key achievements:

- Scaled the platform from launch to 75,000 users across 192 countries, building a global community and achieving 10,000+ monthly active users
- Raised £2.5M in pre-seed and seed funding from venture investors, angels and a successful Seedrs crowdfunding campaign
- Recruited and built the leadership team and board, bringing in the Chairman of Crowdcube as lead investor and strategic advisor
- Built the company's growth and product strategy, launching gamified trading competitions and community-driven data models
- Developed 'alternative data' monetisation model with hedge funds and data platforms, securing commercial agreements with hedge fund and alt data platforms
- Commercial, marketing and operational lead, including compliance, legal, investor relations and platform partnerships

Unilever

Director — Food & Beverage North Asia · 2013–2017

Led regional strategy and execution for Unilever's food and beverage portfolio across China, Japan, Taiwan and Hong Kong, overseeing marketing, commercial performance and innovation for major global brands across a ~\$500M regional business. Established Global D2C org.

Leadership scope:

- Responsible for growth strategy and brand leadership across North Asia markets
- Managed 20+ cross-functional team members across marketing, sales, R&D and supply chain
- Managed ~\$5M regional marketing investment across China, Japan, Taiwan and Hong Kong
- Worked with global category leadership on innovation, investment strategy and market expansion

Key achievements:

- Delivered significant growth for Cornetto in China, localising global innovation and marketing strategy to build a \$200M+ business with ~20% CAGR, making China the largest Cornetto market globally
- Turned around the Lipton tea business across China and Japan, restoring growth after several years of decline and building a ~\$200M regional business growing ~12% CAGR
- Direct-to-consumer incubation initiatives, developing experimental e-commerce ventures using lean startup principles within a global FMCG organisation
- Advised senior leadership on digital commerce strategy and acquisitions, contributing to early evaluation of emerging e-commerce models including Dollar Shave Club
- Developed strategic M&A proposals for acquisition of Chinese tea companies, engaging global leadership and regional management on expansion opportunities

Futex Trading

Proprietary Futures Trader · 2009–2010

Traded European equity index futures (CAC and Euro Stoxx) within a proprietary trading environment, developing strong discipline in risk management, market analysis and decision-making under pressure.

The Walt Disney Company

Product Manager — Home Entertainment · 2007–2009

Led marketing strategy for Disney's catalogue and new release home entertainment titles in the UK market, working closely with sales and retail partners to drive distribution and promotional performance.

Reckitt Benckiser

Brand Manager — Personal Care & Home Care · 2002–2007

Managed Finish and Veet businesses, leading product innovation, marketing campaigns and retail execution within highly competitive FMCG categories.