



Delivering the best crypto trading experience in the world

Market Launch Leader, Growth (Remote)

Europe: France, Italy, Netherlands, UK & Ireland, Nordics...

LatAm: Mexico, Brazil, Argentina, Colombia...

Global: USA, Canada, Turkey, India...

Mission

At Atani, we help traders and investors navigate the crypto markets.

Atani provides an advanced platform for end-to-end crypto trading and tax management to users in 80+ countries. We enable portfolio monitoring, market analysis, trade execution and tax reporting for 1,500+ cryptocurrencies across 20+ of the major global crypto exchanges (Binance, Kraken, Coinbase Pro, Huobi, Bitfinex, Bitstamp, KuCoin, Bittrex, bitFlyer, Poloniex, OKEx, Gemini and more).

In a nutshell

To massively scale the growth of Atani, we are looking for a passionate **Market Launch Leader**, to drive the expansion of Atani in the market, own and deliver on growth KPIs, develop and retain a thriving network of distribution partners, develop brand presence and reputation for Atani, manage PR and media relations and build a massive community of users.

This role will own growth efforts in the market and contribute to the rapid international expansion of one of the fastest growing crypto startups.

What you will do

- Act as a business owner, define and lead expansion plans for Atani in the market.
- Develop and maintain strong relationships with key the crypto community, industry opinion leaders, influencers, crypto traders, educators, and content creators to get Atani in front of as many potential users as possible.
- Create, activate, and retain a high-performing local network of partners and affiliates for our crypto trading product across key platforms (YouTube, Twitch, Twitter, Reddit, Telegram, blogs, newsletters, etc.).
- Build, develop, and manage strong relationships with local PR agencies and specialized media partners.
- Identify, qualify, attract, lead negotiations, handle the administration and close partnership & affiliate marketing deals to enable our growth.
- Design and promote unique pieces of instructional content (e.g., product pitches, battlecards, Q&As, video scripts, long-form articles) to support the community and partners to become effective ambassadors of Atani.
- Support and coordinate ad-hoc campaigns and events to increase reach, engagement, and conversion.
- Work closely with our Product team to build the most competitive value proposition for the market.
- Work cross-functionally with internal teams (Marketing, Analytics, Product, Design, etc.) to build scalable processes to enable our rapid expansion.

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- Monitor growth KPIs, actively manage our network of partners, build the local community, and provide market and competitive intelligence for Atani, to inform overall growth and product strategy.

Who you are

- 3+ years of experience in business development, partner management, ecosystem development or community building (at least 1 in crypto).
- Deep knowledge and relationships with the local crypto community of KOLs, influencers, traders, educators, and content creators.
- Drive, entrepreneurial spirit and ability to work independently.
- Proven ability to manage multiple projects, take ownership, make things happen and get results.
- Strong analytical skills, combined with common sense and sound qualitative judgment to assess the fit of partners with Atani.
- Excellent communication skills, like conveying ideas, can influence others and drive change.
- Ambition. You are entrepreneurial, self-sufficient, resourceful and feel comfortable working in a high growth start-up and wearing many hats.
- Demonstrated thought leadership, like to explore emerging platforms and strategies, and provide forward-thinking ideas to build a massively successful global business.

Bonus. Ideally, you have:

- A track record of building successful networks of partners and affiliates for a crypto exchange, crypto trading platform or other relevant crypto projects.
- Or relevant experience managing business and partner development activities for top super-affiliates.

Why Atani?

- Full remote. Global mission – work from anywhere in the world.
- Flexible: full-time, part-time, ad-hoc intros, etc.
- Enjoy working with the best: tier-one team and crypto traders since 2013.
- Learning: take part in shaping the future of crypto trading.
- Excellent growth opportunities: our team doubles each year.
- Fun: strict no asshole policy.
- Competitive remuneration.
- You will LOVE your job 😊

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