



PEDRO GEREZ

INSTITUTIONAL SALES · TRADING · FINTECH

Madrid → Zürich / Zug / Geneva · EU citizen — immediate Swiss work authorization
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ES native · EN native · IT basic · DE studying (A1-A2) — committed to B1 by Q4 2026

ROUTE MAD → ZRH

DESK SALES / TRADING / FINTECH

● BOARDING

Eight years in the market. Ten years in the room. Crypto-native market professional with **\$14.3M+** verified, API-exportable trading volume across spot, perpetual futures and options — and a decade of institutional client coverage (Uber, JustEat, €50k–€500k budgets, 90%+ retention). Targeting institutional sales, sales trading, OTC execution and fintech roles across cross-border capital markets in the Swiss financial ecosystem.

KEY NUMBERS

\$14.3M+ VERIFIED TRADING VOLUME — API-EXPORTABLE	8+ yrs LIVE IN DIGITAL ASSET MARKETS SINCE 2017	90%+ CLIENT RETENTION OVER 10 YEARS	€500k LARGEST BUDGET MANAGED END-TO-END
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MARKET EXPERIENCE

Discretionary Proprietary Trader — Digital Assets, Own Capital

2017 – PRESENT

Discretionary proprietary trading & position management · Spot, Perpetual Futures, Options (Deribit)

- **Strategy:** funding-rate dynamics, basis (quarterly vs perpetual), volatility awareness, on-chain flow analysis (Glassnode, Nansen, Arkham)
- **Risk mitigation framework:** strict position sizing discipline, portfolio heat mapping, correlation monitoring, capital preservation rules — **4+ full market cycles — every drawdown documented, every recovery logged**
- **Market structure:** active across CeFi and DeFi — order-book mechanics, DeFi-native protocols (Uniswap, Curve, GMX, Hyperliquid, Aave, Morpho), bridging, governance, RWA tokenization
- **Tooling & workflows:** TradingView (advanced), Coinalyze, Velo Data, PnL attribution in Excel/Sheets; AI-assisted analysis tools built on LLMs and exchange APIs

Samuel & Co Trading — Mentorship & Forex Desk

2016 – 2017

Six-month intensive program in technical analysis, risk management and trading psychology, followed by a short period trading forex for the firm under institutional-grade execution standards

- Position sizing, market structure, and execution discipline applied under professional desk oversight in a regulated environment

CLIENT-FACING EXPERIENCE

Founder & Principal Account Director — Ctrl Visuals

2014 – PRESENT

Creative production for corporate clients · Tech, Finance, Automotive · International

- Secured and managed enterprise partnerships with Uber and JustEat — commercial campaigns exceeding £100k, won in competitive tenders against established agencies; buy-side decision frameworks applied to vendor selection
- Managed €50k–€500k production budgets end-to-end — contract negotiation, usage rights, vendor agreements, full financial adherence and scalable cost structures
- Primary liaison between technical teams and client C-suite — translated complex concepts into business value, institutional-grade communication standards, 90%+ client retention across a decade
- Directed live multi-camera productions: irreversible real-time decisions, checklist-driven execution, and tight client-side collaboration under delivery pressure — directly transferable to real-time trading desk execution discipline

CREATIVE PRODUCTION → TRADING DESK

DEPARTURE — 10 YEARS IN PRODUCTION	ARRIVAL — THE DESK
Live production direction — irreversible real-time decisions	→ Real-time trading desk execution discipline & risk-mitigation framework
€50k–€500k budget ownership, contingencies, contracts	→ Position sizing & capital preservation with scalable cost structures
C-suite pitching, negotiation, retention	→ Institutional sales & cross-border client coverage (ES/EN — LatAm + Europe)
Broadcast-grade visual storytelling	→ Market narratives & data-driven materials that win mandates

EDUCATION & PROFESSIONAL DEVELOPMENT

- **CFA Level 1** — self-study in progress
- **CISI Introduction to Securities & Investment**
- **Samuel & Co Trading Mentorship (2016–17)** — technical analysis, risk management, trading psychology, execution
- **Trading psychology:** Mark Douglas, Brett Steenbarger — applied through 8 years of live discretionary proprietary trading
- **AI & automation:** professional use of LLMs and agent frameworks; built trading-signal and workflow tools on exchange APIs to support **systematic** market analysis

MARKET & TECHNICAL SKILLS

Order-book mechanics	Perpetual funding
Basis trading	Options (Deribit)
On-chain analytics	DeFi market structure
RWA tokenization	TradingView
Glassnode / Nansen / Arkham	PnL attribution

SALES & RELATIONSHIP SKILLS

Institutional relationship mgmt	
Complex value propositions	Contract negotiation
Competitive tendering	CRM workflows
C-suite communication	Cross-border coverage ES/EN
Buy-side decision frameworks	Mandate acquisition

LANGUAGES

Spanish — Native	English — Native	Italian — Basic (A2)	German — Studying (A1-A2), committed to B1 by Q4 2026
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SWITZERLAND RELOCATION STATUS

- **EU citizen (Spanish passport)** — immediate work authorization under Bilateral Agreements I
- **Available immediately** — temporary accommodation arranged in Zürich upon confirmation
- **Location:** Zürich (fintech/crypto density) · Zug (Crypto Valley) · Geneva (private banking & commodities)
- **Motivation:** long-term settlement — Swiss precision, Crypto Valley ecosystem, quality of life

Verifiable track record: full exchange API export of trading history available for qualified opportunities — includes both strong-cycle years and significant drawdowns, with full fund-flow attribution across 4+ market cycles. References from corporate clients (finance/tech sector) and trading peers on request. Book directly: cal.eu/pedro-gerez/intro-call-15-min