

# ROB FOX

BITCOIN BUSINESS DEVELOPMENT STRATEGIST

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## COVER LETTER

Lightning Labs — Business Development Strategist

A few months ago I connected two companies that had no idea they needed each other. Nerd Power builds renewable energy infrastructure — solar microgrids, battery systems, off-grid power. Flux Core Data Systems deploys modular, renewable-powered data centers that convert clean energy directly into compute. I saw the intersection before either of them did, made the introduction, and that deal is now active. Both founders will tell you the same thing.

Learning how to make strategic connections like these was fostered early in my professional career thanks to an invitation to attend a BNI networking event. The professional business networking world left many indelible imprints on how I approach relationships. The key takeaway after fifteen years of professional networking is this: if you help enough people get what they want, you'll eventually have everything you need. When my family moved to Boise, I spent years inside chambers of commerce, networking groups, and industry associations connecting people whose problems fit each other's solutions. The relationships I built two decades ago still send me referrals today. I've switched industries twice. The trust didn't go anywhere.

That's the asset I'm bringing to Lightning Labs. Nearly six thousand professional relationships across industries, a personal database of small and medium business owners built over a decade in the Pacific Northwest, and twenty years of proving that the most valuable thing in business development isn't knowledge. It's trust. I'm one degree of separation from boardrooms at some of the largest companies in the country, and I have a pipeline of companies with legitimate Lightning use cases I could call on Monday morning.

I've spent seven years studying every facet of Bitcoin — learning from some of the sharpest minds in the space, then taking what I learned into rooms where nobody agreed with me. That's where I'm most comfortable. Listening to the tropes and the FUD, then respectfully pushing back — showing people there might be more to the picture than what they're seeing. Those conversations invigorate me. Building bridges from the traditional world into the Bitcoin paradigm is what I do.

My latest foray into the TradFi side was intentional. I joined Northwestern Mutual specifically to learn the language — Modern Portfolio Theory, Sequence of Returns, Tax Buckets, Safe Dollars, Monte Carlo simulations, the EY Study. I sat across from advisors and clients who had never heard of Bitcoin except as a headline, and I learned exactly how they think, where their blindspots are, and where the Bitcoin connective tissue lies. I now speak that language fluently. That's what it takes to go from Bitcoin philosophy to Bitcoin execution — carrying the idea into investment conferences, advisor summits, halls of government, and financial regulators making decisions right now about what money looks like in the AI era.

Through networking deep in the Bitcoin space I developed a relationship with a small Bitcoin venture capitalist and invested in an open-source project called the Archipelago Foundation. The development group LAB 484 is building the Archipelago OS for Web 5.0 — along with hardware combining open-source WiFi technology with Meshtastic communication infrastructure. Last December I spent a weekend with Polycarp Nakamoto, founder of LAB 484, and it completely recalibrated my understanding of how important Bitcoin's mission actually is. He walked me through Linux-based sovereignty tools, the highest levels of Bitcoin self-custody, and what it genuinely means to hold your own keys. After seven years of philosophical education, to actually walk through the physical steps of building my own cryptographically-protected digital bank account in cyberspace was surreal. Bitcoin became more real and more urgent after that weekend.

I'm not a Lightning engineer and I won't pretend to be. But that weekend made clear that in the exponential age of AI, understanding these layers isn't optional. I worked in telecommunications over a decade ago, which gave me an early intuition for what peer-to-peer trustless networks make possible. I have over a thousand hours across LND, Taproot Assets, L402, Fedimint, RGB, Nostr, and Web5 — enough to have a real conversation with a technical founder, ask the right questions, and translate what Lightning Labs has built into a business case that closes.

The role I'm applying for sits exactly at my intersection — traditional finance credibility, Bitcoin-native relationships, and a