

# ROB FOX

## BITCOIN BUSINESS DEVELOPMENT STRATEGIST

rob.fox.btc@protonmail.com | 801.707.6900 | Boise, ID | linkedin.com/in/robfox-advisor | x.com/BTC\_Retainsavor

### SUMMARY

Twenty years of relationship-driven business development spanning telecommunications, financial services, and the Bitcoin ecosystem. A contact network of nearly six thousand professionals - built across two decades and two industry pivots, with trust that travels through every transition. One degree of separation from boardrooms at some of the largest companies in the country. Active deal pipeline with live opportunities at multiple stages. Trust Member, Archipelago Foundation / LAB 484. Official Crypto Ambassador, I Stand With Crypto. Fluent in both TradFi planning language and Bitcoin-native infrastructure. Seven years building bridges between the traditional financial world and Bitcoin.

### EXPERIENCE

#### Financial Strategist - Steel Consulting Team

2024 - Present

##### NORTHWESTERN MUTUAL

- Invited to join an advisory team of specialists under the NM umbrella because of my Bitcoin and digital asset background
- Deliver comprehensive financial plans leveraging Modern Portfolio Theory, Sequence of Returns, Monte Carlo analysis, four tax buckets, and the EY Study - full TradFi fluency built from the inside out
- Gained inside view of NM's venture activity: alongside Sam Altman, Northwestern Mutual was early institutional seed capital in a Bitcoin-native life insurance company
- Deep fluency in the safe-dollar philosophy: unconventional, tax-efficient assets outside market volatility that free clients to take a longer, more aggressive view inside retirement and nonqualified accounts
- One of the last remaining AAA-rated corporations in the U.S. - proof that safety and alpha are not mutually exclusive

#### Head of OTC / Concierge Desk & Trust Member

2026 - Present

##### LAB 484 / ARCHIPELAGO FOUNDATION

- Trust Member of a Web 5.0 open-source digital sovereignty project building full-stack internet architecture
- Sovereignty stack: Linux-based open-source OS with integrated video conferencing, messaging, file storage, and self-hosted AI - proficient in Fedimint, NOSTR, and Lightning infrastructure
- Tasked with building out the OTC / Concierge Desk upon NodeRunner hardware deployment - leveraging Bitcoin miner relationships, whale wallet holders, conference presence, and social media / podcast infrastructure
- Community response has been overwhelmingly positive; consistent inbound interest from the Bitcoin community requesting project updates and partnership conversations

#### Independent Bitcoin Advisor & Portfolio Manager

2020 - 2024

##### BITCOIN ADVISORS

- Portfolio management and BD across Bitcoin and crypto IRA accounts - relationship building, networking, social media education, and inbound client development
- Applied technical analysis and macroeconomic data to develop investment strategies calibrated to individual risk tolerance and long-term financial goals
- Built conviction that Bitcoin is the emerging global reserve asset and new hurdle rate - the asset against which all future investments will ultimately be measured; everything priced in Bitcoin trends toward zero as its accretive value compounds
- Conference circuit: Pacific Bitcoin 2023, Bitcoin Las Vegas, Archipelago Foundation events, multiple Bitcoin summits - speaker, attendee, and community connector

#### Crypto Ambassador

2026 - Present

##### I STAND WITH CRYPTO

- Chosen as Official Ambassador by Ken Brock, founder of AdPrompt AI, for Brian Armstrong's national Bitcoin and crypto advocacy organization
- Grassroots advocacy, policy engagement, and ecosystem representation across Idaho
- Partnering with a former U.S. State Department digital asset expert to actively lobby Idaho state representatives toward Bitcoin-forward opportunity legislation

#### Business Development & Sales Leadership

2005 - 2020

##### TELECOMMUNICATIONS / B2B SALES

- Two decades of B2B relationship development across the Pacific Northwest - small and medium-sized businesses, chambers of commerce, BNI networking (15 years)

- Built a personal CRM of nearly 6,000 professional contacts across industries - relationships that continue to generate deal flow through every industry pivot
- Earned a Technical Expert credential; expanded product lines and consistently achieved top-tier commission metrics through relationship-first sales methodology

#### ACTIVE BD PIPELINE

---

##### **Nerd Power x Flux Core Data Systems**

Connected renewable energy infrastructure with Bitcoin-powered modular compute. Deal active. Both founders available as references.

**AdPrompt AI** - AI x Lightning Network opportunity; active BD conversation with founder Ken Brock.

**Qorbit** - Autonomous crypto transactions and AI agent memory; active BD conversation.

#### BITCOIN CREDENTIALS

---

- Seven years studying Bitcoin; growing working knowledge of Lightning infrastructure - Taproot Assets, Fedimint, NOSTR, Web5; not a Lightning engineer and won't claim to be - committed to full technical ramp-up and a clear 30/60/90 plan to close deals from day one
- Running a full Bitcoin node; deployed complete sovereignty stack (Linux, self-custody, key management)
- Trust Member: Archipelago Foundation / LAB 484 - Web 5.0 digital sovereignty infrastructure
- Official Crypto Ambassador: I Stand With Crypto (Brian Armstrong)
- Proficient in agentic AI; actively building AI-powered business tools and leading a local technology mastermind group

#### EDUCATION

---

University of Utah - Bachelor's Degree

Technical Expert Credential - Telecommunications Industry

Series 65 - In Progress | 15 Years BNI Professional Networking

1,000+ Hours Self-Directed Study: Bitcoin, Lightning Network, Monetary History, Political Science