

RAZVAN LAICHICI



CMO & GTM Strategist | Marketing Expert — 23+ Years of Experience

I don't run isolated campaigns — I build marketing systems that produce measurable, repeatable results.

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23+

YEARS IN MARKETING

\$1B+

TOKEN SALES · 30+ WEB3 PROJECTS

5M+

USERS ONBOARDED

3.5B+

MEDIA IMPRESSIONS

PROFILE

Senior marketing strategist with over 23 years of hands-on experience (since 2003), covering the full marketing spectrum: strategy, brand positioning, digital acquisition, content, marketing automation and analytics. Digital & performance marketing specialist since 2006, when I founded the agency that has operated as Webness since 2008.

Since 2017, focused on designing and implementing complete revenue systems — integrated go-to-market engines that connect positioning, demand generation, sales enablement and measurement into one predictable growth process — for 20+ technology companies (SaaS, fintech, consumer platforms, infrastructure). Across 30+ Web3 launches: \$1B+ in cumulative token sales and 3.5B+ impressions in international media, from Nasdaq to newsrooms from Cape Town to Alaska and South Korea.

Recruited, structured and led remote, multi-timezone marketing teams of up to 15+ people (content, paid media, community, BD). Founder of ContentSystemOS, an AI-powered content operations platform.

CORE COMPETENCIES

Marketing Strategy: go-to-market planning, brand & category positioning, market research, competitive analysis, pricing strategy, campaign architecture

Digital & Growth: demand generation, paid media (Google Ads, Meta, LinkedIn), SEO/AEO, email marketing & lifecycle automation, funnel & conversion-rate optimization

Content & Communication: content strategy for every stage of audience awareness, editorial systems, social media architecture, PR & thought leadership

Partnerships & Business Development: partner program design, co-marketing, strategic alliances, distribution agreements

AI & Marketing Automation: AI-assisted content systems (Claude/GPT workflows), automation (n8n), data operations (Airtable), analytics (GA4, attribution, KPI frameworks)

Leadership & Operations: team building and management, agency & vendor coordination, budget ownership, reporting to founders/boards

HOW I WORK — THE REVENUE SYSTEM METHOD

- 1. **Audit** — complete diagnostic of brand, market position, channels and funnel
- 2. **Competitive intelligence** — mapping the market, finding the positioning gap
- 3. **Strategy & positioning** — narrative, ICP, messaging, channel plan
- 4. **System build** — content engine, acquisition funnels, automation, partnerships
- 5. **Launch & execution** — coordinated go-to-market with clear ownership
- 6. **Measure & optimize** — KPI dashboards feeding a continuous improvement loop

"Campaigns end, systems compound."

TOOLBOX

GTM Strategy

Revenue Systems

Marketing Automation

Google Ads

Meta Ads

LinkedIn Ads

SEO / AEO

Email & Lifecycle

CRO

AI Workflows

n8n

Airtable

GA4

KPI Dashboards

PR

Community

PROFESSIONAL EXPERIENCE

CMO & GTM Strategist — Fractional / Webness

2017 — Present

Marketing and revenue-system implementation for 20+ technology companies, from early-stage startups to scale-ups

Engaged as embedded CMO, fractional marketing leader or strategic consultant. Typical mandate: take a technology product with fragmented or non-existent marketing and install a complete, measurable growth system.

- Designed and implemented complete go-to-market strategies: market positioning, audience segmentation (ICP), messaging architecture, channel strategy and launch execution
- Built demand-generation engines combining content marketing, paid acquisition, email/lifecycle automation and conversion funnels
- Ran the marketing and revenue system behind 30+ Web3 launches: **\$1B+ cumulative token sales, 3.5B+ impressions**, worldwide news coverage
- Implemented marketing measurement systems: KPI frameworks, attribution, analytics dashboards and monthly optimization loops
- Recruited, structured and led remote, multi-timezone marketing teams of up to 15+ people

SELECTED TECHNOLOGY MANDATES | 2017 — 2024

RED Platform — energy-tech consumer platform

Nov 2023 — Apr 2024

Chief Marketing Officer

Consumer marketing for a regulated energy business: onboarding funnels, retention programs and brand communication bridging a traditional utility service with a modern digital product.

AIOZ Network — distributed cloud & content delivery

Oct 2021 — Dec 2023

Marketing Systems Consultant

Growth strategy and positioning for a peer-to-peer content-delivery network; developer and node-operator acquisition motions; ecosystem communication.

Revelio Medical — health-tech platform

May 2023 — Sep 2023

Marketing Systems Consultant

Marketing systems for an online health platform with national coverage in Romania; launch of a loyalty program built specifically for the health sector.

Pulsar Chain — technology infrastructure startup

Jul 2022 — Jan 2024

Chief Marketing Officer

Go-to-market strategy, launch marketing and community architecture built from zero.

Sango — national crypto project, Central African Republic

2022

Brand & Launch Marketing (via Webness)

Identity and launch of the first cryptocurrency project of an African state: **2.3B reach** across the campaign, 196M in a single month; live acquisition funnel from sign-up to KYC to deposit.

IXFI — fintech trading platform

Oct 2021 — Sep 2022

Chief Marketing Officer

Full marketing leadership for a platform with 500+ tradable assets: brand from zero, acquisition engine, partnerships, international growth — **3.4M users (+4,125%)** and **754M reach** in one month.

AXIA — digital payments & fintech platform (Toronto, remote)

Jun 2021 — Oct 2021

Chief Marketing Officer

Global consumer launch marketing; **200,000+ user accounts** onboarded during the mandate.

Welthee — digital investment platform

Chief Marketing Officer

Positioning and launch marketing for a consumer investment platform focused on controlled-risk investing; international investor-audience acquisition.

Nov 2020 — Jun 2021

Timisoara 2021 — European Capital of Culture

Marketing Manager

Fundraising and international digital campaigns: coverage in 400+ online news outlets worldwide, 2.5M+ people reached, 25,000+ contributors engaged.

Jan 2020 — Sep 2020

Sol Electronics Limited — global wholesale telecommunications

Marketing Manager

B2B marketing for a telecom wholesaler headquartered in the UK, operating 20 offices on 5 continents.

Dec 2018 — Apr 2020

Opiria — consumer data-privacy marketplace (Germany)

Chief Marketing Officer

Go-to-market and international launch: **\$21M raised** (500M PDATA tokens in 3 months), Nasdaq MarketSite interview, news coverage worldwide.

Mar 2018 — Oct 2018

Restart Energy Democracy — energy company

Chief Marketing Officer

Marketing and digital user-acquisition with marketing systems for a fast-growing energy provider: **\$30M raised in 11 days** (400M MWAT tokens); 774 to 1.6M website sessions.

Dec 2017 — Dec 2019

Founder — ContentSystemOS

2024 — Present

AI-powered content operations platform

- Designed and built a system that automates the complete content lifecycle: audit → competitor analysis → creation → planning → publishing → performance analytics
- Owned product strategy, brand identity, pricing architecture and go-to-market; the platform is the productized version of the methodology implemented manually for clients over 8+ years

EARLIER CAREER — DIGITAL & PERFORMANCE MARKETING | 2003 — 2017

Founder & Owner — Webness

2006 — Present

Founded in 2006, operating as Webness since 2008 — the first agency specializing in internet marketing in western Romania, Timisoara

- Business innovation services, consulting and digital campaign delivery for client accounts across industries
- 14 years of marketing foundations: campaign management, paid acquisition (Google, Meta), SEO, conversion-rate optimization, e-commerce growth and web analytics
- Since 2017, the marketing and revenue-system engine behind every Web3 mandate above

EDUCATION

Euro University Dragan, Lugoj 2005 — 2010

Master's Degree, Business Administration and Management (Bachelor & Master Studies — Business & Financial Management)

National College Coriolan Brediceanu, Lugoj 2001 — 2005

Information Technology profile

CERTIFICATIONS

Certificate of Professional Competence — Medium-Level Programming

Deutsches Sprachdiplom — Stufe 2 (Kultusministerkonferenz)