

# VIKRAM RANGALA

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DIRECTOR · CMO · COO · TRADER · PROFESSOR · COACH

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## CONTACT

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<https://vikram.fun>

## SKILLS

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Marketing strategy  
Director-level leadership  
Communication  
Organizational Culture  
Trading  
Writing

## EDUCATION

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### **Rice University**

BA, English 1990

National Merit Scholar

### **University of Florida**

MFA, Creative Writing 1995

Magna Cum Laude

## SUMMARY

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Executive Director and first CMO of ZebPay, India's leading cryptocurrency exchange, guiding governance and strategy. Helped rebuild ZebPay after RBI ban, led HR and Marketing, acquired 1 million customers, hired 100 employees, launched India's first Bitcoin advertisement on IPL Cricket.

Previously communications director of the North American Derivatives Exchange and COO of market analysis firm.

TEDx speaker on capitalism, thought leader in blockchain, featured in acclaimed documentary, *God Bless Bitcoin*.

Formerly an award-winning professor at the University of Florida, his leadership is informed by his training in music, martial arts, and writing as well as his experience working in Japan, the US, France, and India.

## EXPERIENCE

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### **Executive Director**

#### **ZebPay/OhanaDAO Pte Ltd**

**2021-present | Mumbai, India**

Member of Board of Directors of OhanaDAO

Advise portfolio of companies including Web3 browser, crypto futures platform, alternative asset investment platform, and India's oldest and leading crypto exchange, ZebPay

Supervise corporate governance

### **Chief Marketing Officer, Head of Human Resources**

#### **ZebPay**

**2020-2021 | Mumbai, India**

Hired and trained new 8-person marketing department

Relaunched paid and organic social media

Designed and built new website, design vocabulary, app UI

Negotiated, wrote, launched first Bitcoin ad during national cricket broadcast in India on Disney channel

Added 1 million new customers in 18 months with low ad spend

Hired and onboarded 100 new employees

### **Communication Consultant & Independent Futures Trader**

**2018-2020 | Chicago, USA**

Traded futures and options

Coached and advised CEOs and executives on communication and leadership

### **Communications Director/Content Manager**

#### **Nadex - North American Derivatives Exchange**

**2015-2018 | Chicago, USA**

Crafted narrative-based strategy for North American division of FTSE 250 firm: 3X membership, 4X trading volume, became #1

exchange for capped-risk derivative trading in 2 years  
Rewrote Nadex.com website for cohesive voice & SEO  
Wrote email campaigns; ebooks; display, search, and social media ads  
Produced and wrote video ads for CNBC, Fox Business, Bloomberg TV/Radio, CNN, YouTube  
Scripted episode of PBS documentary series *Voices in America* on innovations in trading  
Wrote ebooks for *Bloomberg Businessweek* and *The Wall Street Journal Magazine*  
Wrote commentary for *WSJ Marketwatch*, *Seeking Alpha*, *Harvest*, *TheStreet*, *Yahoo Finance*

**Chief Operating Officer, Editor**

**MrTopStep.com LLC**

**2012-2015 | Chicago, USA**

Managed turnaround from loss to sustained profits in 18 months  
Rebuilt website in Wordpress to increase traffic from 5,000 to 44,000 uniques per month in 6 months  
Expanded social media presence. Increased Twitter followers from 9.6K to 22K  
Edited, co-wrote daily market call for banks, hedge funds, journalists, and prop traders (6K subscribers)

**Senior Instructor**

**Santa Fe College Center for Innovation and Entrepreneurship Development**

**2008-2011 | Gainesville, USA**

Designed and taught professional education courses

**Senior Lecturer, Academic Advisor**

**University of Florida Honors Program & College of Business**

**1995-2007 | Gainesville, USA**

**Honors Program**

Designed and taught original writing courses: Leadership Communication, Business & Leadership Writing, Spirituality in Popular Culture, Writing & Personal Growth, Writing & Healing, Writing & Love

Awarded Honors Professor of the Year twice

Received outstanding teaching award 22 semesters in a row  
First Honors Faculty-in-Residence, Hume Honors College

**Warrington College Of Business**

Redesigned communication curriculum for MBA programs

Taught leadership communication strategies for change management, conflict resolution

**Paris Research Center**

Designed and taught "A Writer's Tour of Paris for the Five Senses" every May for 3 years

Lectured in Louvre Museum, Musée d'Orsay, Fondation Claude Monet, Grand Mosque, Museum of Jewish Art and History

**Academic Advisement**

Advised thousands of students on academics, personal challenges, graduate and career planning

Co-designed Merit Scholar recruitment program, gave 100s of talks, hosted 100s of prospective students in my honors courses

Helped raise UF ranking from #24 for National Merit Scholars to #2 behind Harvard, #2 for Achievement Scholars behind Howard, #1 among public universities  
Led New Student Orientation workshops

**MCAT, DAT, GMAT, and SAT Instructor**

***Kaplan Test Prep***

**1995-1999 | Gainesville, USA**

Taught Organic Chemistry, Biology, Chemistry, Physics, Verbal Reasoning, Logic, and test-taking skills

**Graduate Teaching Assistant**

***University of Florida Dept. of English***

**1993-1995 | Gainesville, USA**

Taught Expository Writing, Beginning Fiction Writing for top 5 creative writing program

Only grad student to teach Intermediate Fiction Writing

Ranked #1 in class

**Educational Software Design Consultant**

***Fujitsu Corp, Nishida Youko Subsidiary***

**1991-1993 | Tokyo, Japan**

Designed content and UI for first multimedia software used in Japanese public high school Business English courses.

Designed pre-HTML for Fujitsu FM Towns PC with (then-new) CD-ROM player

Trained first group of teacher end-users

**Assistant Language Teacher**

***Japan Exchange & Teaching (JET) Program***

**1990-1993 | Kimitsu, Japan**

Co-taught English as a Second Language in public high schools, working with Japanese teachers

Designed new communication-oriented Business English curriculum for Kimitsu Commerce High School

Chaired 3-day national teaching conference and presented at national education conferences in Japanese and English