Crews Enochs

Atlanta, Georgia | github.com/TheYoungCrews | LinkedIn

DeFi partnerships · Product implementation · Onchain analytics

EXPERIENCE

Lotus Protocol | Business Development & Growth Advisor · Part-time | Feb 2026–present

• Work with product and engineering to translate partner needs into protocol design, integrations and go-to-market priorities.

• Coordinate partner development and technical requirements for a tranched DeFi credit protocol.

Index Coop | Ecosystem Growth Lead | Apr 2021–present

• Led launches for 12+ index tokens during growth from $50 million to more than $500 million in protocol TVL.

• Built distribution partnerships across wallets, fintech and custody, including Zerion, Argent, rhino.fi and BitGo.

• Sustained five years of DPI placement in Rainbow without ongoing placement fees through co-marketing and continued token-list contributions.

• Secured CoinDesk newsletter placements and authored or ghostwrote Index Coop contributions on DeFi yields and onchain investing.

• Secured an Arbitrum LTIPP grant and executed a Merkl rewards campaign to expand Index Coop’s L2 footprint.

Manhattan Associates | Software Consultant · Customer Success | Jun 2019–Aug 2021

• Served as technical and functional owner for 8–10 enterprise accounts using transportation logistics management software.

• Translated latent customer demand for real-time shipment visibility into a product enhancement request; then implemented the resulting FourKites integration across the client portfolio.

Northcraft Analytics | Solution Architect | Sep 2018–Jun 2019

• Delivered business-intelligence dashboards using Power BI, Tableau and SQL Server Analysis Services for enterprise and government customers.

• Built presales collateral and product-demo videos to support the sales team and generate leads.

Focus Brands | IT Project Management Intern | May–Jul 2018

• Ran RFP processes to select music and digital-menu-board vendors for 5,000+ restaurant storefronts.

• Organized crossover meetings for a 12-intern cohort, building camaraderie and identifying additional internal customers for an SMS notification platform I built.

SELECTED PROJECTS & WRITING

Neutrl redemption tracker — AI-assisted tracker for Ethereum holders, redemptions and reserves, with hourly updates, wallet lookup and CSV export.

Crypto news bot — RSS-to-Slack workflow with LLM filtering, reaction feedback, deduplication and failure alerts.

DeFi Yields: The Revival · MetaMask & Index Coop: DeFi trading, simplified

SKILLS

Functional: Partnership development & management, Deal negotiation, Account expansion, GTM, Product launches, Technical writing, PR, DAO governance.

Technical: Onchain data, Dune, Python, R, SQL, Power BI, Tableau, SSAS, API integrations, Multisig management, AI-assisted development.

EDUCATION & TEACHING

University of Georgia | BBA, MIS; Captain and Treasurer, Club Tennis.

Pomp Crypto Academy | First graduating class, Jan 2021; guest lecturer on DeFi and DAOs for 18 months.