



Chief Commercial Officer (CCO) of LACNet

1. Background

Founded in 1959, the Inter-American Development Bank ([IDB](#)), is the primary source of financing for economic, social, and institutional development in Latin America and the Caribbean (LAC). It provides loans, grants, guarantees, policy advice, and technical assistance to the public and private sectors of its borrowing countries.

[IDB Lab](#) is the innovation laboratory for the Inter-American Development Bank Group. It conducts high-risk experiments to provide sustainable solutions for social inclusion through disruptive technology, aiming for exponential impact solutions.

In this context, in 2019, BID Lab launched the regional program called the "**Global Alliance for the Development of the Blockchain Ecosystem in Latin America and the Caribbean ([LACChain](#))**." **LACChain** was created with the goal of accelerating the development of a blockchain ecosystem with social impact in the Latin America and Caribbean region. The Alliance comprises 67 partners to date and has enabled the deployment of over 80 blockchain solutions, bringing services to 8.8 million beneficiaries. To ensure scalability and governance, the first global public-permissioned blockchain network in a production environment was launched in 2022, providing service levels, technical support, and legal guarantees to advance the benefits to more millions of people. **This multipurpose blockchain network gave rise to the creation of [LACNet](#)**, an international nonprofit association resulting from the partnership between RedCLARA, LACNIC, and BID Lab, within the framework of the Global LACChain Alliance. LACNet's main objective is to neutrally and sustainably orchestrate the LACChain blockchain networks in Latin America and the Caribbean.

On December 6, 2022, the Bank approved the "Digital Wallets for Inclusion and Sustainability" project, which builds upon the success achieved in LACChain. This project aims to develop enabling ecosystems in the countries of the LAC region to expand the use of digital wallets, improving the management of economic and environmental assets. Additionally, it will enable the first unique, interoperable protocol for global use of digital wallets, specifically focused on inclusion and sustainability. In practical terms, the protocol provided by this project will allow each



citizen to manage their tangible and intangible assets through a mobile application, including identity documents, property titles, environmental certificates, vaccination credentials, academic diplomas, credit history, professional certificates, and more. Furthermore, complementary projects are being developed such as Central Bank Digital Currencies (CBDCs) environments, and Bella II Project.

To achieve these goals, **LACNet is actively recruiting a dynamic and exceptionally skilled Chief Commercial Officer (CCO). The chosen candidate will play a pivotal role in driving revenue growth, spearheading sales initiatives, cultivating strategic business development, directing marketing endeavors, overseeing brand management, and enhancing customer engagement. This key leadership position is integral to positioning LACNet as a prominent force in the global landscape of web3 and blockchain services and solutions.**

2. Job responsibilities

The purpose of this hiring is to bring on board a highly qualified CCO to strategically drive commercialization efforts, implement innovative marketing strategies, cultivate enduring partnerships, and ensure the sustained financial health of LACNet.

This role requires to be a dynamic and results-oriented leader with a profound understanding of commercial and marketing strategies, coupled with knowledge of blockchain technology. The selected individual will be tasked with overseeing the commercialization and marketing endeavors of LACNet's blockchain infrastructure services and solutions, driving the execution of strategic partnerships to further augment the organization's impact and reach in the industry.

The CCO will play a key role in extending LACNet's position by identifying and leveraging revenue opportunities, fostering strategic alliances, and placing a strong emphasis on marketing, brand management, and customer engagement throughout the Latin American and Caribbean region. The objective is to enhance LACNet's position as a leader in blockchain infrastructure services and solutions, contributing to economic development and sustainable practices in the LAC region.



3. Main Activities

The CCO will have the following responsibilities and carry out the following activities:

- **Commercial Strategy:** Develop and execute a comprehensive commercial strategies to maximize sales and profitability of LACNet, aligning with the organizational objectives.
- **Marketing Strategy:** Develop and implement marketing strategies to promote the organization's products or services. This includes branding, advertising, public relations, and market research.
- **Partnerships and Alliances:** Cultivate and manage strategic relationships with stakeholders to create new business opportunities and revenue streams.
- **Market Analysis and Expansion:** Conduct market research to identify new business opportunities, market trends, and potential challenges. Utilize insights to refine and enhance LACNet's commercial approach. As well as, work on expanding the organization's market presence, both geographically and within existing markets by identify new market opportunities and develop strategies for market penetration.
- **Revenue Generation:** Lead efforts to identify and capitalize on revenue streams, including fee-based services, licensing agreements, and partnerships, ensuring financial sustainability for LACNet.
- **Brand Management:** Manage and enhance the organization's brand to create a positive brand image and ensure consistency in messaging across all marketing channels.
- **Communication and Messaging:** craft the overall communication strategy for the organization, ensuring alignment with the brand identity and resonance with the target audience.
- **Sales and Business Development:** oversee sales teams and involved in business development activities, such as, acquiring of new customers, expanding market share, and driving revenue from existing clients.
- **Customer Relationships, Acquisition and Retention:** Develop and implement a robust strategy for building and managing relationships with key clients and partners, attracting new customers, and retaining existing ones. Leverage effective marketing campaigns to drive customer engagement and foster loyalty.
- **Communication and Advocacy:** Represent LACNet in relevant forums, conferences, and industry events. Effectively communicate the value proposition of LACNet.



- **Team Leadership:** Build and lead a high-performing commercial team, fostering a culture of innovation, collaboration, and excellence.
- **Financial Performance:** Develop and implement a targeted strategy to achieve revenue targets and ensure that all commercial activities significantly contribute to the overall financial well-being of the company.
- **Metrics and Analytics:** Employ metrics and analytics to assess the efficacy of commercial strategies and marketing campaigns. This involves tracking essential key performance indicators (KPIs) such as customer acquisition cost, conversion rates, and return on investment (ROI), social media engagement, email marketing metrics, website metrics, brand awareness metrics, customer satisfaction.

4. Competencies

- **Technical Competencies**

- Bachelor's degree in Marketing, Business, Economics, Finance, or a related field. Advanced degree or relevant certifications are a plus.
- Proven expertise in occupying leading role within commercial or marketing positions.
- Deep understanding of the Latin American and Caribbean business landscape.
- Experience in successfully implementing and driving impactful commercial or marketing strategies.
- Strong network in the blockchain, fintech, and sustainability ecosystems will be desirable.
- Exceptional communication and negotiation skills.
- Entrepreneurial mindset with a results-driven approach.

- **Leadership Competencies**

- Strategic leadership with experience in developing and executing commercial or marketing strategies focused on achieving results and meeting objectives.
- Experience in managing and leading teams, with the ability to motivate, train, and retain talent.
- International experience, with previous experience in global organizations, international environments, and managing teams distributed across different geographic locations being desirable.
- Desirable experience in introducing new technologies, processes, or solutions that have driven the success of previous organizations.



- **Other Competencies:**

- Proficiency in both Spanish and English, both spoken and written, is required.
- Postgraduate studies related areas to the position will be highly regarded.
- Proven professional experience related to the position, with a minimum of 6 years.
- Experience across various sectors, enabling a broader perspective and adaptability to different multi-sector environments.
- Desirable knowledge of cutting-edge technologies, a track record of promoting technological innovation, and the ability to communicate effectively.
- Desirable experience in digital transformation, adoption of new technologies, and promotion of innovation.
- Experience or knowledge of Latin America and the Caribbean.
- Strong interpersonal and effective communication skills.
- Enthusiastic and motivated personality.
- Ability to multitask effectively.
- Creativity, passion, initiative, flexibility, enthusiasm, proactivity, and discretion.

5. Opportunity summary:

- **Contract Type:** International Consulting
- **Duration:** 12 months, scoped to renew if satisfactory performance.
- **Work Location:** Remote, based on the consultant's place of residence.
- **Working Hours and Time Zone:** Washington D.C., USA (GMT-5), with a flexibility of +/- 2 hours.
- **Travel/Visits:** Travel expenses deemed necessary for performing the duties will be reimbursed separately.

Application Deadline: January 15th, 2024.

If you are interested in this vacancy and becoming part of this exciting project, please contact: inava@lacnet.com

About LACNet



LACNet is an international nonprofit association, a result of the partnership between RedCLARA and LACNIC in collaboration with IDB Lab, created within the framework of the LACChain – the Global Alliance, to neutrally and sustainably orchestrate the LACChain blockchain networks. For more information, visit: <https://lacnet.com>

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