

PLINIO DIOUF

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ABOUT ME

Sales Executive with 7 years of experience building and scaling payment infrastructure across Latin America, Africa, and Europe. Former Fintech co-founder who launched cross-border payment rails in 31 countries and automated crypto transaction flows reaching \$1M+ annual TPV. Experienced in translating merchant needs into product roadmaps and scaling platform capabilities globally. Consistent track record of acquiring enterprise and mid-market merchants, driving revenue growth, and expanding into new markets. Visit <https://plinio.me/>

SKILLS AND TOOLS

- Go-to-market strategy
- Pipeline management
- Commercial Agreement Negotiation
- Full-cycle enterprise sales
- Risk & Compliance Coordination
- Stablecoins & Crypto Payment Rails
- Salesforce, HubSpot
- Product: Figma, Miro, Trello
- Analytics: Tableau, Claude Code, Excel, Basic SQL & HTML

WORK HISTORY

COO AND CO-FOUNDER 04/2021 to 03/2025

Betaramps, United Kingdom

- Led commercial partnerships and go-to-market execution to scale platform to \$1M annual TPV; defined system requirements with engineering to automate 95% of transactions.
- Closed payment rail partnerships across 31 countries, including a 2-week expansion sprint in Norway, that cut fees by 40% and drove a 4x MoM increase in TPV.
- Established a data-driven culture by building KPI dashboards using Dbeaver and JetAdmin to monitor success rates and regional ROI.

SALES MANAGER 12/2020 to 05/2021

Cellulant, Kenya

- Managing full discovery and qualification cycle for a US\$100M enterprise lead, identifying critical product gaps in FX pricing that informed the NO-GO decision.
- Proposed strategic liquidity solutions (USDT/NGN swaps) to mitigate currency risk and advised against onboarding to protect 3+ months of engineering bandwidth.
- Synthesized enterprise requirements into product feedback to address pricing transparency in the Nigerian market.

SR BUSINESS DEVELOPER AND ACCOUNT EXECUTIVE 06/2018 to 03/2019

EBANX, Brazil

- Architected a cross-border expansion workflow for SMBs using HubSpot and Tableau, triggering API signals to automate country activation for merchants.
- Reduced manual support tickets by 67% in the first quarter by eliminating cross-departmental bottlenecks between Compliance and Engineering.

- Increased quarterly upsell count by 18%, significantly accelerating time-to-market for merchants expanding across Latin America.

BUSINESS DEVELOPER 12/2016 to 06/2018

EBANX, Brazil

- Acquired 80+ international Merchants via inbound, outbound, and referrals. Generating over US\$ 30M in new processing volume within 18 months
- Co-developed GTM campaigns focusing on Latin American payment localization. Drove a 126% MoM increase in AOV for a top-tier E-commerce merchant by leading the integration of installment payment features in Mexico.

EDUCATION

MS : Technology commercialization, 05/2026

University of Texas At Austin - Austin, Texas, United States

- Classification: Honors Graduate
- GPA: GPA 3.91

Credential of Readiness (CRe) : Global Business, 06/2020

Harvard Business School - United States

Master of Science : Finance, Investment & Risk, 09/2016

University of Kent - United Kingdom

- Classification: Distinction
- GPA: 3.7

AWARDS

- Best Negotiator Award - MSTC 2026
- Most Collaborative Student Award - MSTC 2026
- Winner of the Launch Competition - MSTC 2026

LANGUAGES

English: Fluent

French: Fluent

Portuguese: Fluent