

ASIAN DICKSON UBUO

Business Development & Growth Lead | Tech, Fintech & Strategic Partnerships

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PROFESSIONAL SUMMARY

Commercial Business Development and Growth Lead with 5+ years of experience driving B2B strategic partnerships, fintech integrations, and merchant expansion across Nigeria and West Africa. Proven track record identifying commercial opportunities, conducting partner due diligence, and negotiating alignments between digital platforms, payment providers, and emerging tech protocols. Adept at managing the complete BD lifecycle, from lead sourcing and relationship nurturing to commercial term structuring, technical integration, and stakeholder execution. Highly skilled in connecting traditional banking rails with modern, high-speed digital settlement systems.

CORE COMPETENCIES

- **Partnership & BD Strategy:** B2B Pipeline Management, Strategic Introductions, Commercial Term Structuring, Co-Marketing Deliverables.
- **Fintech & Payment Rails:** Payment Infrastructure, Merchant Acquiring, Domestic Settlement (NIBSS, Cards, Virtual Accounts), On/Off-Ramp Integration.
- **Due Diligence & Compliance:** Partner Background Analysis, SEC/CBN Regulatory Positioning, Risk Assessment, KYC/AML Coordination.
- **Stakeholder Management:** Cross-Functional Alignment (Product, Engineering, Legal), Executive Pitching, Account Management.
- **Commercial Activations:** B2B Acquisition Funnels, Experiential Payment Showcases (Money Moves Series), Closed-Loop Conversion Tracking.

PROFESSIONAL EXPERIENCE

Regional Business Development & Ecosystem Lead (West Africa) | Quai Network & Blip

October 2020 – Present

- **Payment Rails & Fintech Pipeline:** Sourced, mapped, and advanced strategic integration discussions with Nigerian fintechs, ticketing platforms (rigitiX), and utility apps (Kobbo.ng) to integrate digital settlement infrastructure.

- **B2B Merchant Sourcing & Onboarding:** Designed and executed structured merchant acquisition funnels across commercial hubs (Lagos, Uyo, Abuja), building a verified merchant registry across technology, retail, and hospitality sectors.
- **Commercial Activations (Money Moves):** Spearheaded live merchant payment experiences (Money Moves Lagos & Uyo), securing 210+ approved registrations, 44 onboarded business owners, and 55 direct merchant follow-up leads for real-world checkout adoption.
- **Partner Diligence & Regulatory Positioning:** Prepared market intelligence reports and compliance briefs assessing regulatory guidelines, SEC virtual asset frameworks, and banking integration pathways (OPay, PalmPay, Moniepoint) for executive leadership.
- **Liquidity & On-Ramp Partnerships:** Facilitated technical demonstrations and integration sessions with Gate.io P2P and RWA platforms (Shift) to expand liquidity channels and payment options.

Business Development & Campaign Manager | DualMint & Dollet Wallet

September 2023 – April 2024

- **B2B Growth & Integration Campaigns:** Structured cross-brand partnership terms and co-marketing agreements, lifting verified platform participation and wallet interaction by 30%.
- **Partner Outreach & Sourcing:** Sourced, vetted, and closed strategic engagement collaborations with multi-chain ecosystems and digital asset platforms.
- **Executive Reporting:** Authored comprehensive growth and partnership roadmaps adopted by executive leadership to guide product distribution.

Strategic Growth & BD Manager | MatchChain

February 2023 – September 2023

- **Distribution & Acquisition:** Scaled regional user and builder footprint 6x (from 500 to 3,000+ members) through strategic co-marketing alignments and B2B community partnerships.
- **Incentive Structuring:** Structured incentive-aligned partner networks, driving sustained weekly engagement and product feedback loops.
- **Performance Tracking:** Delivered weekly BD analytics, pipeline status reports, and partner performance dashboards to senior leadership.

Ecosystem Ambassador & Growth Associate | Klever & Flow Ecosystems

January 2021 – February 2023

- **Strategic Event Partnerships:** Negotiated co-hosted developer and user activations with external ecosystem brands, including the Flow African Ambassadors initiative (250+ attendees, 20+ teams recruited).
- **Cross-Chain & Industry Relations:** Represented platforms across 20+ regional events, establishing relationships with developer hubs, fintech founders, and local industry leaders.

SELECTED PARTNERSHIP & PAYMENT ACTIVATION WINS

- **Money Moves Lagos (August 2026):** Generated 121 approved registrations, 44 business owner leads, and 55 direct payment follow-ups in collaboration with Cafe One and Web3unilag.
- **Money Moves Uyo (July 2026):** Orchestrated the first live retail payment demonstration for Blip; partnered with compliance leads and Gate.io P2P BD for fiat-to-token on-ramp workshops.
- **Ecosystem Collaborations:** Co-organized developer mixers, hackathons, and experiential activations across Nigeria with brands including SEI, AirDAO, Shardeum, and Google Developer Groups.

EDUCATION & CERTIFICATIONS

- **Bachelor of Engineering (B.Eng)** | University of Uyo, Nigeria
- **Project Management Certification** | Coursera
- **Advanced Digital Marketing & Strategy** | Google / Udemy
- **Web3 & Blockchain Market Development** | Third Academy