

# Yassir Haouati

## DeepTech Researcher & Digital Systems Engineer



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Operator & researcher focused on AI, Web3, RWA infrastructure, and cybersecurity with a digital systems engineering background. Co-founder & ex-COO of Brickken, a RWA tokenization platform (>\$300M tokenized; \$35M+ TVL), co-led a \$2.1M token pre-sale & listing, and \$2.5M equity seed raise. Founder & CEO of DeGNZ Labs, building an AI Ops infrastructure to model business operations processes, then design, hire, operate, and trade AI workforces.

## PROFESSIONAL EXPERIENCE

### 2024 – Present | Founder & CEO @ DeGNZ Labs | Meknès, Morocco

Built an AI Ops infra that first models business processes, then feeds a studio to design, hire, and operate AI agents:

- MVP in development implementing: OPS 360°; AI Worker Factory; AI Workforce Control Center; AI Workforce Training Center; and Tokenized AI Workers Market
- Running pre-launch campaigns to build an early-adopter pipeline and community; leading a team of 3 members.

### 2020 – 2024 | Co-Founder & COO @ Brickken | Barcelona, Spain

Built and scaled a Web3 RWA tokenization infrastructure from concept to global deployment:

- Swiss-knife operator co-leading growth, marketing & media buying, sales, fundraising, engineering, finance, HR, legal & compliance, operations; grew the team to 30+ members
- Co-led a \$2.5M seed round and established institutional readiness frameworks.
- Co-designed and launched the BKN utility token \$2.1M presale and 4 exchanges listing.

### 2021 – 2022 | Fractional Head of Growth @ Clubrare | Remote, South Korea

Built data-driven growth system for a global phygital NFT marketplace:

- Designed & implemented automated systems for user & token holder conversion funnels delivering token and users growth.
- Built a strategic content management system for community channels delivering SEO boost and members/leads growth.

### 2020 – 2021 | Fractional Head of Growth @ Nyctale | Paris, France

Built data-driven growth system for a B2B Blockchain Analytics SaaS:

- Designed & implemented automated systems for B2B lead generation delivering paid users growth.
- Developed a website with strategic inbound funnels delivering conversion rates growth.
- Designed & developed strategic B2B media buying campaigns of +\$10K Ad Budget monthly delivering user acquisition growth.

### 2020 – 2020 | Fractional Head of Growth @ Bunqr | Paris, France

Built data-driven growth system for a French NeoBank for freelancers:

- Designed & implemented automated systems for French freelancers lead generation delivering early-adopters growth.
- Developed a website with strategic inbound funnels delivering conversion rates growth.

### 2019 – 2020 | Fractional Head of Growth @ Epinium | Mataró, Spain

Built data-driven growth system for an e-commerce Amazon marketing SaaS:

- Designed & implemented automated systems for B2B lead generation delivering paid users growth.
- Developed a website with strategic inbound funnels delivering conversion rates growth.

## EDUCATION & TECHNICAL BACKGROUND



Erasmus for Young  
Entrepreneurs

### Erasmus for Young Entrepreneurs | Paris France / Mataró, Spain

CCI Paris & Ajuntament de Sabadell

2020



### Master in Innovation & Research in Informatics (ERASMUS) | Barcelona, Spain

FIB - Universitat Politècnica de Catalunya

2018 – 2019



### Digital Systems Engineering Degree | Nancy, France

ENSEM Lorraine INP

2016 – 2020

## KEY COMPETENCIES

### Research & Due Diligence

Collecting, analyzing, investigating and stress-testing data for risk.

### Tokenomics Modeling

Analysis of a token ecosystem's stakeholders, and planning its distribution, circulation, & governance systems.

### Investor Management

Nurturing investor relationships through strategic communication and reporting to ensure long-term support.

### Systems Architecture

Designing technical system structure, defining components & interactions, and creating a model that meets business requirements.

### DevOps

Automating and integrating development and operations using version control and CI/CD pipelines to accelerate delivery.

### GTM Strategy

Developing a launch plan that defines the go-to-market model and commercial actions to achieve a competitive advantage.

### Digital Media Buying

Purchasing, managing, and optimizing ad campaigns across digital channels to reach a target audience and achieve marketing goals.

### B2B Sales & Business Development

Developing strategic sales funnels to create new market opportunities and managing the sales cycle to close clients.

### KYC/AML & Compliance Strategy

Developing and implementing a compliant framework for KYC identity verification and AML financial crime prevention.

### Scouting, Sourcing, and Screening

Targeted hunt for opportunities, generating a broad pipeline, and filter it down to a manageable shortlist.

### Data Analytics (Off-Chain/On-Chain)

Analyzing on-chain and off-chain data to monitor, track, and extract actionable insights.

### DeFi Management

Strategically deploying, monitoring, and managing digital assets across DeFi protocols to optimize yield.

### Full-Stack Web Development

Building and maintaining both the front-end and back-end components of a web application to create a complete, functional product.

### QA Analysis

Designing and executing systematic tests and analyzing results to ensure quality standards.

### Customer Acquisition Strategy

Developing marketing and sales funnels to attract, engage, and convert leads into new clients.

### SEO & Inbound Marketing

Attracting organic traffic by optimizing for search engines (SEO) and pulling customers in with valuable, strategic content (Inbound).

### Financial Modeling

Building a simulation of finances to forecast future performance & evaluate the impact of strategic decisions.

### Operations Modeling & Management

Designing and simulating business processes to improve productivity, then managing their execution to ensure quality and cost-effectiveness.

## LANGUAGES



Arabic | Native



English | Fluent



French | Fluent

## PUBLIC SPEAKING

### Ep. 535 Guest | Podcast

Building The Future Show · Mar 16, 2023

### How to Tokenize Your Company | Podcast

Wavect Podcast · Dec 05, 2022

### Tokenomics – Sustainable Schedule & Adding Utility To Your Token / NFT | Conference

AIBC Europe · Malta · Nov 15, 2022

Links available at: [yassir.studio/press](https://yassir.studio/press)