

# GEORGE LABUNSKY

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## SUMMARY

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GTM and operations leader who builds zero-to-one. I took The House at Edge & Node, the team behind The Graph, from an empty building to a \$1M+ ARR business, owning strategy, partnerships, and the operating systems behind it across 200+ companies. I lead GTM for ampersend, an AI-agent payments platform on x402, and I am genuinely AI-native: I run a self-hosted agent stack, build with AI daily, and shipped a production iOS app solo. Crypto-native since 2016, with earlier experience brokering \$7M+ in venture and enterprise partnerships. I am strongest at the intersection of GTM, partnerships, and operator and founder's-right-hand work, and I move from strategy to hands-on execution without losing speed.

## EXPERIENCE

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### Senior Ecosystem Manager, Edge & Node (The House / ampersend) Oct 2022 – Present

*Promoted from Ecosystem Manager (2023) · Team behind The Graph · \$1M+ ARR built from zero · 200+ companies*

- Built The House from an empty building to a \$1M+ ARR business: owned the model, pricing, GTM strategy, and partnerships, and the SOPs, dashboards, and operating cadence that scaled it across 200+ companies
- Lead GTM and partnerships for ampersend, an AI-agent payments platform on x402: source, structure, and close integrations across Coinbase, MCP, and Google A2A, and shipped an MCP server enabling agents to make real-world payments
- Build leverage through AI: run a self-hosted agent stack and automation pipelines (Claude Code, Codex) that scale operations without adding headcount; daily applied-AI builder
- Represent the ecosystem externally across 100+ programs per year, with relationships spanning YC-connected founders, Coinbase, Tools for Humanity, and the SF AI and crypto community
- Built CRM and Stripe dashboards instrumenting adoption, conversion, and retention; present quarterly business reviews to executive leadership
- Closed and managed the revenue stack directly: flagship sponsorships up to \$28K/month plus a recurring membership base, owning deals from first relationship through negotiation, close, and renewal

### Director, Strategic Partnerships, Israel Economic Mission Aug 2020 – Oct 2022

*US market-entry partnerships and programs for early-stage technology companies*

- Sourced, structured, and brokered \$7M+ in venture and enterprise partnerships for 100+ startups entering the US market, aligning technical and business stakeholders across legal, finance, and marketing
- Designed and ran 40+ programs and activations at CES, RSA, AWE, and Shoptalk, owning budgets, logistics, and measurement end to end

### Customer Success Manager, Stanza Dec 2018 – Apr 2020

- Owned enterprise accounts including the NBA, NFL, NHL, and MLS; drove 125K+ subscribers and 1M+ engagement events through onboarding and activation
- Built customer feedback loops that shaped product priorities, contributing to a SaaS pivot to Q4 2019 profitability

### Ballpark Operations Analyst, San Francisco Giants (Oracle Park) Jan 2017 – Oct 2019

- Ran operations for 81+ MLB home games at a 41,000+ capacity venue; built QR-based inventory and staffing systems delivering a 70% operational efficiency improvement

## SKILLS & DOMAIN

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- **GTM & Partnerships:** 0-to-1 and 1-to-N growth, partnership sourcing/structuring/close, ecosystem and community building, events and programs, demand-gen, account management, executive relationships
- **Operations & Strategy:** zero-to-one company building, operating cadence and SOPs, financial modeling and budgets, KPI and dashboard instrumentation, cross-functional execution, founder's-right-hand work
- **AI, Payments & Tooling:** applied AI and agent platforms (Claude Code, MCP, self-hosted stack), payments and stablecoin rails (x402), crypto-native since 2016; Salesforce, HubSpot, Notion, Stripe; shipped Pawcovery (iOS) solo

## EDUCATION

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M.S., Sport Management, University of San Francisco · B.S., Business Administration (Analytics), UC Riverside