

George Tsiolis

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WORK EXPERIENCE

Fountain Digital

Chief of Staff

Los Angeles, CA

June 2023-Present

- The first hire at venture-backed (\$2M pre-seed) digital art brokerage: defined Day 1 go-to-market strategy (positioning, ICP, early hires, brand design, etc.) with CEO and grew the company from \$0 to \$100M in gross merchandise value in three years
- Owned the full sales lifecycle of over \$25M of art to clients including UHNWs and regulated funds
- Independently manage a \$1M art lending portfolio, achieving realized WAVG APR of 14.61% across 53 loans and \$6M+ lent
- Worked end-to-end with engineers, lawyers, and cyber security consultants on the launch of FountainGO, a peer-to-peer trustless swap protocol, and Fountain Vault, a proprietary custody and acquisition solution that allows customers to bypass typical blockchain nuisances to own art, generating \$500K and \$5M in revenue, respectively
- Built and managed a Salesforce CRM, organizing 450+ collector, artist, and institutional contacts to support pipeline tracking, outreach, and deal execution
- Other responsibilities include fundraising deck and document creation (PowerPoint, Figma), managing internal communications (Google Suite), valuation and data analysis of artworks (Excel), and representing the firm at events across the country

Reidar DAO (reidar.io)

Co-founder & CEO

Los Angeles, CA

November 2021-June 2023

- Founded a decentralized autonomous collective in an experiment of novel business structures as a college freshman
- Raised an initial \$300k from 55 members, peaking at over \$1M in AUM and 73 members
- Devised and proposed over 50 investment decisions with gross impact of over \$3M
- Researched and analyzed legal frameworks for DAOs, consulted with external counsel on compliance and entity classification, and navigated regulatory considerations in an evolving legal landscape
- Designed a peer-prediction model to allocate participation rewards as a means of overcoming the “coordination problem” in DAOs and worked with in-house engineers to develop the software
- Reviewed over 500 applications and ultimately recruited Ivy League students and executives at Mag 7 and Wall Street firms
- Directed a team of 15 that produced a podcast, newsletter, and social media presence and amassed over 3,000 followers

Real Vision Crypto

Primary Writer-Analyst

Los Angeles, CA

November 2021-November 2022

- Handpicked by Goldman Sachs’ former Global Macro Hedge Fund head to write a pseudonymous digital asset research column read by over 350,000 subscribers weekly

EDUCATION

University of Southern California, Marshall School of Business

Bachelor of Science in Business Administration, Real Estate Finance Emphasis

Minor in Blockchain

Los Angeles, CA

GPA: 3.44

LEADERSHIP & INVOLVEMENT

Blockchain@USC

Executive Board, Head of Communications

Los Angeles, CA

August 2023-May 2024

- Solely responsible for all marketing and communications of the 2024 Southern California Blockchain Conference, leading a team of four across email, social media, and on-campus promotional efforts to bring over 1,000 students to the two-day event

USC Greek Students Association

President

Los Angeles, CA

August 2024-May 2025

- Revived USC’s association for students of Hellenic descent, growing the club to 85 members, hosting 10 events, integrating the group with national Hellenic organizations, and building a mentorship program between upper and lowerclassmen

ADDITIONAL INFORMATION

- **Software Proficiencies:** Microsoft Office, Carta, Apollo, Salesforce, Claude Code, Figma, Riverside, Beehiiv, Substack
- **Awards:** The Valedictorian of The Country Day School Class of 2020, 1st Place – Business Plan Project at The Wharton School’s Sports Business Academy, Most Sportsmanship Player – Varsity Soccer, Portrait of a Graduate – The Country Day School
- **Interests:** Film, Soccer, Chess, Weightlifting, Biohacking, Quantum Biology, Jung, Abstract Expressionism, Alt Rock