

Maxwell C. Bettinelli

San Francisco, CA | [linkedin.com/in/maxbettinelli](https://www.linkedin.com/in/maxbettinelli)

WORK & LEADERSHIP EXPERIENCE

Reserve Protocol

San Francisco, CA

Product Manager & Ops Lead

July 2024 - Present

- Led the product team through the CoinMarketCap 20 index launch, Reserve's largest index product to date (\$25M).
- Built and deployed a 24/7 arbitrage bot (Railway, Matcha API) that keeps the spot product within 75 bps of NAV. It has done \$10M+ in onchain volume across Base, BSC and Ethereum and \$50K+ in net profit.
- Owned rebalancing operations end to end across 10+ index products, and built an auction analyzer dashboard that automated reporting on every onchain rebalance (price impact, bids)
- Led QA and the launch process for all index products, and was the go-to person for escalated research questions that shaped the product roadmap. This led to building out the onchain data layer, a Dune query library that answers any onchain question on demand.

Visa Inc.

Foster City, CA

Technical Program Analyst

August 2022 - July 2024

- Architected an internal funding database that automated document routing for about 90% of Visa's global tech spend. It cut a 10-hour manual process to near zero and is still in use.
- Optimized Jira data entry process using custom JQL scripts, slashing weekly import time by over 75%
- Automated MS Power Apps script to provide global reports and dashboard for over 2000 employees

Visa Inc. (Cybersource)

Foster City, CA

Analyst (Intern)

2020, 2021

- Supported development of an operational model for a new line of business in a \$10M+ deal with a large client
- Improved effectiveness and efficiency of SIT (developer testing with the client) rollout by 8%
- Built out one-pager discussing potential impacts of DeFi (Decentralized Finance) within the Ethereum platform

PROJECTS

Drift Events

San Francisco, CA

Founder

January 2026-Present

- Built and shipped a live iOS app (React Native, Supabase) end to end with Claude Code and Cursor, going from Figma designs to production as solo PM, designer, and engineer.
- Launched to 30+ users in San Francisco, ran user testing, and iterated on event discovery and coordination features based on their feedback.

Pismo Protocol

Paris, France

EthCC Hack DeFi Winner

July 2022

- Designed and coded a fully collateralized European options trading platform, using ERC-721 composability for non-upgradable financial contracts.
- Pitched the project to VCs and secured a lead investor commitment

CLUBS & ORGANIZATIONS

Cal Poly Blockchain

San Luis Obispo, CA

VP Education, Multi-Sig Signer

2021-2022

- Developed globally oriented educational initiatives on numerous dApps, and led presentations on Decentralized Finance, Emerging Markets, and NFT Composability.
- Championed a team that won a stablecoin-focused hackathon, representing our club at the global stage during Barcelona's CeloConnect 2022
- Launched introducecrypto.com to onboard and educate students on the fundamentals of crypto

EDUCATION

California Polytechnic State University – Orfalea College of Business

2018 - 2022

BS: Business Administration: **Major:** Information Systems and Finance **Awards:** President's List

Relevant Coursework: Security Analysis, Database Systems (SQL), App Development (Python and Swift), Text Mining, Corporate Finance, Applied Regression Analysis, Systems Analysis & Design, Systems Design & Implementation

Other Roles: Vice President of Corporate Relations, Cal Poly FinTech

ACTIVITIES & INTERESTS

Skills: SQL (Dune), DeFiLlama API, Claude Code, Cursor, Figma, React (NextJS), Python, Power Apps, Power Automate

Interests: Poker (1st Place Flow Traders Argentina: 150 person tournament), Surfing, DeFi, Latency Arbitrage