

TIMOTHY SUGGS

The Story

INTRODUCTION

For the past 10 years I've been involved in a boutique marketing and media production agency. We've assisted our clients in branding, recruiting and lead generation. This has given me experience in everything from onboarding clients, creating marketing strategies, hiring contractors, project management and client management. I'm no longer involved in the day to day operations, but now serve as an advisor and consultant.

In my last role at a blockchain company I served as the Chief Marketing Officer for Loci, a project that aimed to bring intellectual property to the blockchain. While at Loci, aside from assembling our marketing team, I led a major project in the sponsorship of a driving team in the Pirelli World Challenge. For this, I was a part of most every facet of the entire initiative. It involved strategy and planning, coordinating, collateral creation, investor relations and product marketing.

Prior to Loci, I was involved with Expanse, a smart contract platform similar to Ethereum. I started as one of the community managers. I then became a project advisor and then the first business development member. This had me exhibiting at conferences in the US and Europe and onboarding clients who were interested in utilizing our platform and dapps.

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SUMMARY

SKILLS

Marketing strategy - Product marketing - Media production - Content marketing - Branding

EXPERIENCE

The Idea Studio, Atlanta, GA - Product Marketing and Media Strategy
January 2011 - Present

Sageworx, New York, NY - Strategic Partner (web3)
January 2022 - Present

Loci, Tysons, VA - Chief Marketing Officer
November 2017 - August 2018

Expanse, Decentralized - Community Manager, Advisor, Business Development Manager
November 2016 - January 2018

EDUCATION

University of Tennessee, Knoxville, TN - Computer Science

PUBLICATIONS

Author: Mother Squeezer: Daily niche investment oriented newsletter

Author: German Shepherd Cafe: Weekday German Shepherd publication

Author: The Millionaire Millennials: A Handbook to Crypto Investing

CHAPTER 1 - Bitcoin: The Gateway Currency

Cryptocurrency Investor and Trader

2015-Present

I first bought Bitcoin in 2015, after being urged to do so by a friend. When I first purchased, I had no idea what Bitcoin was. However, after watching a few documentaries, I became obsessed with it, along with understanding blockchain, cryptocurrencies, money and smart contracts. I have been deeply immersed in the space ever since.



Learning as much as I could about Ethereum



One of my early Ethereum purchases on Coinbase 2016

After learning more about the history of money and seeing the advantages Bitcoin offered as a store of value, I began exploring the aspects of programmable money in the form of smart contracts. This is when Ethereum was coming onto the scene. Although I speculated on Ethereum early, I didn't go heavy enough and felt I had missed the boat.

CHAPTER 2 - The Expanse Years

Community Manager

2016-2017

Advisory Board Member

2017

Business Development Manager

2017-2018

Through my research I came across another project that was working to incorporate aspects of Bitcoin and Ethereum together in the form of a new coin, Expanse. I engaged in the community to learn as much as possible. Over time I was able to help others by sharing the knowledge I had learned. This earned the trust of the core members of the project, which led me to managing the community and becoming a member of the advisory board.

In April of 2017, I volunteered to assist the founder of Expanse at the Collision Conference. Collision Conference is a large tech conference similar to SXSW or Disrupt. Expanse was one of two blockchain projects exhibiting. The response was overwhelming. Our booth was inundated with attendees who were seeking to learn more about this emerging technology.

I discovered I was a natural at educating others and getting them excited about incorporating blockchain into their business by finding ways to relate to them. This launched me into travelling to conferences in the US and abroad, attending and exhibiting, building awareness and onboard-



Expanse founder Chris Franko and I at Collision Conference New Orleans 2017

Expense cont.

After six months of leading business development, I was offered the opportunity to join Expense in a full-time, salaried role with benefits, which, in 2018, was uncommon in the crypto space. I was excited about this opportunity but had to weigh it against another.

I chose to leave my hometown of Atlanta and move to the Washington DC area to get involved with another blockchain startup.



Coin Agenda Barcelona 2017



Attending my first conference in New York 2017



Lon Wong, President of NEM Foundation and I at Consensus 2017

CHAPTER 3 - The Move to Loci

Chief Marketing Officer

Loci

November 2017 - August 2018

In 2017, while exhibiting at TechCrunch Disrupt in San Francisco, I met the CEO of Loci, a blockchain project aimed at redefining the patent submission system. This was a very exciting use case in merging blockchain to overcome real world challenges.

After a few months of discovery, I was offered the position of Chief Marketing Officer and couldn't have been more excited!



Evening event at Disrupt 2017

Loci cont.

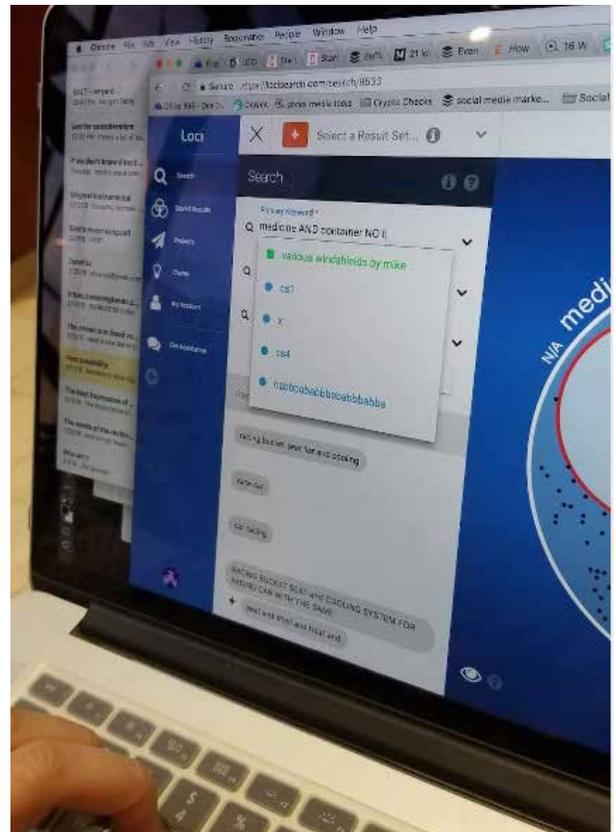
Loci was a consumer software product in the early stages of determining its product-market fit.

While at Loci, I was instrumental in assembling the marketing team and creating our content strategy. I also developed a user feedback process. This data was to be used in our product marketing.

Additionally, I managed and coordinated communications, both internally and with our PR firm.



Displaying a Loci magazine ad we placed in an inventor magazine



Demonstrating our flagship product - Locisearch

Loci cont.

One of our major initiatives was the sponsorship of a racecar and driver in the Pirelli World Challenge. Our founder, John Wise, came from the racing industry and felt strongly about tackling this market of innovators, introducing them to our product.



My marketing team designed all branding including the car wrap as part of our large campaign

I led the overall campaign, including branding, collateral, exhibition and pre and post race events, educational demos and explainer videos.

This was a major undertaking that required the entire team's participation. This ended up being about a \$750,000 marketing experiment in which we were getting some promising feedback from inventors and interest from potential investors.

Before we were able to truly capitalize on this experience, legal issues pertaining to our founder arose and an abrupt shift in focus was made to address them.



The Loci Porsche in action, Long Beach, California

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Loci cont.



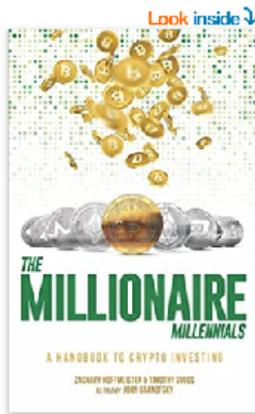
I led content development including AMA's

My time at Loci was an incredible growth experience. I built and led the marketing and media production team, got a taste of product marketing, and saw the importance of being influential among various stakeholders within the organization whose interests don't always align.

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CHAPTER 4 - Telling My Story

My entire crypto journey has been quite a ride! So much so that after sharing my story with various family members, friends, acquaintances and colleagues, I was encouraged to write a book detailing the experience, so I did, and it's on Amazon!



The Millionaire Millennials: A Handbook to Crypto Investing

Paperback – June 14, 2018

by Timothy Suggs (Author), Zachary Hoffmeister (Author), John Granofsky (Author)

★★★★★ 15 ratings

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Everyone's talking about Bitcoin.

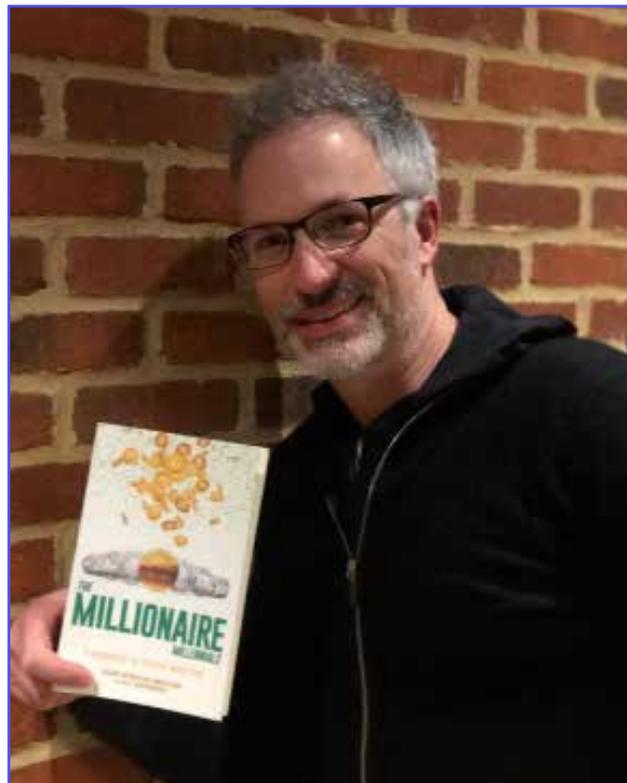
Perhaps you've heard about cryptocurrency and cryptocurrency investing. Maybe you have friends who just won't shut up about it. Perhaps – more annoyingly – they keep talking about how much money they've made.

When they first dived in to crypto investing, Zach Hoffmeister and Timothy Suggs didn't know what they were doing, either. But they figured it out. And now they're millionaires.

[Read more](#)



[See all 7 formats](#)
My book on Amazon



CHAPTER 5 - CURRENCY Magazine

Feeling inspired after publishing my book, I decided to leverage my relationships and experience, both as a publisher, as well as working with a major publication for many years in a marketing capacity and create a blockchain/cryptocurrency print publication. I named it CURRENCY Magazine.

I recognized the need in such a virtual world to create trust by both storytelling and through delivering a physical product. This also coincided during the timeframe when Facebook and Google were not allowing blockchain/crypto oriented advertising.



Currency magazine is an influencer-driven, print publication for cryptocurrency adopters, creators, investors and leaders. It is distributed monthly via subscription service and through national retailers.

Check out our publication



Website header introducing our magazine concept

It was almost the perfect product at the perfect time! Currency magazine was conceived in the midst of the bull market at the end of 2017. I was attending many industry events and conferences all around the country and finding myself in the midst of some very interesting conversations. This content had to be shared I thought, and so the idea of creating a crypto magazine was born.

We planned to source content and tell stories from industry experts and influencers contributing perspectives from various areas - People, Tech, Lifestyle and Education.

Currency cont.

I assembled a core team, we created several thousand copies of our physical prototypes to distribute at conferences and began seeking advertising partners.

The two main challenges we found were (1) the market had drastically changed from the end of 2017 to beginning of 2019. The abundance of money that had previously been flowing freely during the ICO days had dried up by the time we were seeking advertisers and (2) simply obtaining the contact information for the decision makers at mostly decentralized projects proved to be very difficult.

This led to a much longer sales cycle than originally anticipated. Since the market had changed so drastically, we decided to suspend the project.



Distributing copies of our prototype at Crypto Haus in Manhattan during Consensus 2018



Distributing copies of our prototype at a Denver Blockchain Week Conference 2018

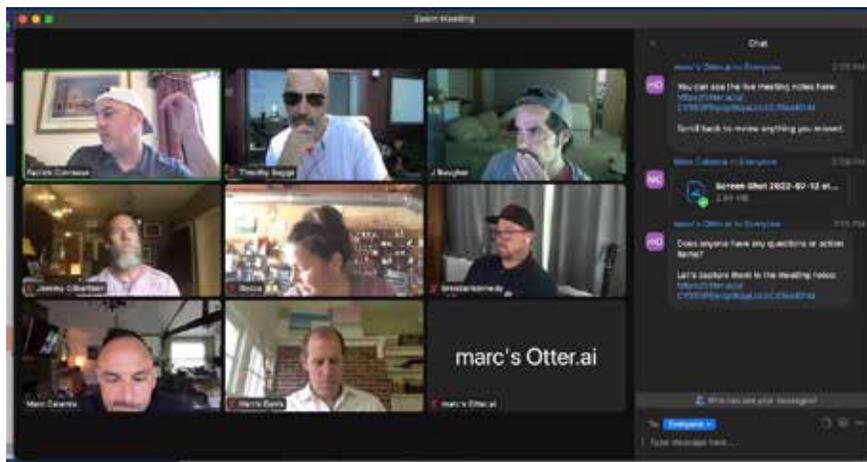
CHAPTER 6 - Present Day

Strategic Partner

Sageworx

January 2022-Present

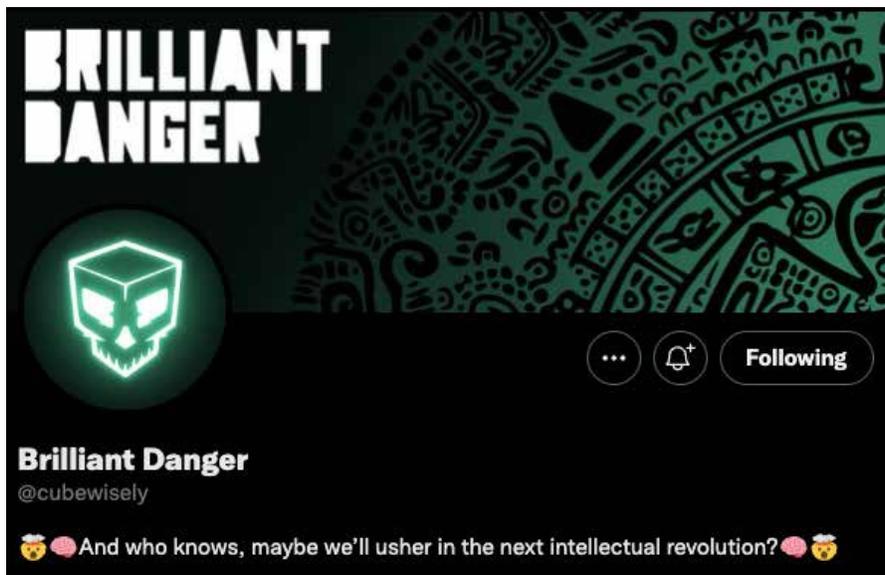
I began working with Sageworx as a strategic partner, specifically leading the marketing and community strategies for web3 clients.



Weekly project huddle meeting

Brilliant Danger was our most recent project. It's a play to earn puzzle solving game being developed on Ethereum2.

I created the marketing strategy and developed and managed the community and social media.



Present Day cont.

Marketing Strategist

The Idea Studio

January 2011-Present

While living in Atlanta, I co-founded Atlanta Idea Studio (renamed The Idea Studio) with Todd Pringle back in 2011. It's a boutique marketing and media production firm who creates custom media solutions to address client needs.

After moving to DC, my role has changed to marketing strategist on an as-needed basis as well as being involved in special projects.



*That's a wrap!
Conclusion of a
series of regional
tv commercials
for Rollins, Inc.*

Rollins, Inc. was our most recent client. They came to us looking for 3 television commercial spots to be aired in multiple markets.

I assisted in writing the spots and served as the on-set producer during the filming process.

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Present Day cont.

Writer

Mother Squeezer - weekday niche financial newsletter

July 2022-Present

My passion for writing and fascination with web3 inspired me to create Mother Squeezer, a weekday tech and financial newsletter. The content revolves around GameStop who has recently transitioned into the NFT space. This keeps me informed and requires me to research and stay current with this fast changing technology.



Mother Squeezer

Get our free, ~5 minute daily newsletter. Enjoyed by almost 1,000+ others who "Like the Stocks".

Subscribe

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CONCLUSION

Being previously involved in blockchain startups and as an operator of a marketing and media production agency, I have gained experience across the board. This includes team building, product launch, project management, contracting with key opinion leaders and experts, internal and external communications, affiliate marketing, affiliate programs, paid and organic content strategy/marketing, as well as branding.

I operate best once I understand the objectives, then creating strategies to meet the goals. I then coordinate with my team of assembled experts (both in-house and external contractors) in various areas to bring ideas to life and meet objectives, e.g. subject matter experts, video editors, graphic artists, ad experts, etc.

I'm excited about this opportunity because the position appears to be a very natural fit for me based on my experience and desires. I look forward to learning more about this role!

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