

FOUNDER / AUTHOR / MARKET STRATEGIST

Institutional digital assets.

Grounded in market practice.

Orcun Onur is an independent advisor, author and venture builder working at the intersection of **institutional digital assets**, financial market infrastructure and commercial strategy.

Through **CryptoWisely**, he works on strategic and commercial decisions surrounding market entry, institutional buyer readiness, operating models and the go-to-market path for digital-asset propositions.



HOW HE CAN CONTRIBUTE

Decision support, not a generic market narrative.

01 Market entry & strategy

Buyer segments, positioning, expansion decisions and go-to-market architecture.

02 Institutional readiness

Evidence, procurement narratives, operating-model questions and commercial diligence.

03 Infrastructure assessment

Market structure, vendor choices, custody and settlement considerations.

04 Venture & growth strategy

Proposition design, investor narratives, partnerships and measurable growth priorities.

20+

Years in marketing & markets

8+

Years in digital assets

2021

Insider LIFT recognition

CURRENT WORK

Independent practice.

Advisory, venture development and original publications.



INSTITUTIONAL DIGITAL-ASSETS ADVISORY

Operating-model and market-infrastructure decisions, institutional readiness, positioning and strategic market entry.

CRYPTOWISELY.IO / ADVISORY & STRATEGY

CONFIDENTIAL BY DESIGN

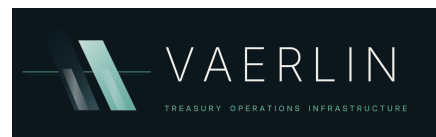
Selected advisory assignments are conducted under NDA; client identities and mandate details are not published. The ventures below are original initiatives, not client references.

INDEPENDENT VENTURES / IN DEVELOPMENT



Assurance intelligence, evidence capture and governed human-AI decision workflows.

EDRIVAL.COM >



Treasury and operational infrastructure concepts for institutional workflows.

VAERLIN.COM >

INDEPENDENT PUBLICATIONS / READ & FOLLOW

OnChain Markets

· BLOG ·

DIGITAL ASSETS · MARKET STRUCTURE · FINANCIAL INFRASTRUCTURE

Long-form perspectives on digital assets and onchain markets.

ONCHAINMARKETS.BLOG >

DIGITAL ASSET
BULLETIN

INSTITUTIONAL MARKET INTELLIGENCE

Institutional digital-asset news, regulation and market structure.

DIGITALASSETBULLETIN.COM >

BOOK & RESEARCH



Institutional Digital Assets

Operating Models, Controls, and Market Structure
Forthcoming / Apress - Springer Nature

PROFESSIONAL RECORD

Experience behind the advisory work.

More than two decades in market development, international commercial strategy and digital assets - combining growth execution with institutional stakeholder communication.

2021 - 2023

Stablex

Head of Marketing

Led market launch, strategic positioning and go-to-market work for an Akbank-backed crypto platform. Played an important supporting role in infrastructure documentation, institutional presentations and commercial positioning around the **2023 acquisition by Ak Yatırım**, an Akbank subsidiary.

2020 - 2021

BtcTurk PRO

Brand Marketing & Growth Leadership

Worked on brand, acquisition, engagement and retention as the platform expanded from approximately **900,000 to more than 5 million users**. Recognised with the **Insider LIFT Award 2021** for mobile engagement and retention work.

2011 - 2018

E.C.A / SEREL

International Marketing Leadership / Elginkan Holding

Led international marketing and market-development programs across **10+ markets**, working with product, commercial and distribution teams.



Insider LIFT Award

2021 / Mobile engagement and retention
Recognition during the BtcTurk PRO period.

Photograph: Insider LIFT Awards 2021 stage.

EXECUTIVE EDUCATION & PRACTITIONER DISCUSSION

Translating market practice into institutional learning.

Available for guest lectures, executive briefings and workshops on institutional digital-asset operating models, stablecoins, tokenization, market infrastructure, strategic market entry and adoption controls.

Advisory enquiries / Institutional collaborations / Guest sessions

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