

Alexei Udall

AI GTM, Partnerships & Commercial Growth

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Commercial leader across technical sales, partnerships, growth and marketing. Head of Growth at M3TA Media and Head of Marketing at Teneo Protocol, working across Web3 campaigns and AI-agent infrastructure. Previously led partnerships at Yield Guild Games and KAP Games, where partnership work supported 200+ game onboardings. Builds practical AI tools and workflows alongside commercial work.

17 years commercial	5.5 years technical sales	40+ closed mandates	200+ games supported
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Core capabilities

Full-cycle pipeline ownership and negotiation	Strategic partnerships and ecosystem development
AI product GTM, positioning and education	Acquisition, activation and referral systems
Technical discovery and executive communication	AI-enabled commercial and knowledge workflows
Cross-functional early-market leadership	CRM discipline and repeatable GTM playbooks

Experience

M3TA Media | Head of Growth

SEP 2026 TO PRESENT · WEB3, CRYPTO AND IGAMING

- Lead growth for a creator-led marketing agency, covering social, content and community across client campaigns.
- Coordinate campaign planning, teams and performance reporting.

Teneo Protocol | Head of Marketing

APR 2026 TO PRESENT · AI-AGENT INFRASTRUCTURE

- Own commercial narrative and go-to-market across an AI-agent ecosystem, translating technical capability into value for partners, enterprise prospects, developers and users.
- Build commercial enablement including ICP definition, discovery frameworks, objection handling, outbound support and repeatable campaign playbooks.
- Build and run AI-enabled workflows using LLM agents and prompt systems to scale research, qualification, campaign development and content production.
- Coordinate across product, operations, founders and community teams to align commercial priorities with execution and user feedback.

Metaverse Solutions | Founder and CEO

2021 TO PRESENT · ADVISORY AND CONTRACTING ENTITY

- Built a full-cycle growth, partnerships and business-development practice for emerging-technology companies.
- Generated EUR 326k across 40+ closed mandates from 2023 to 2025, with 6x year-on-year growth; owned prospecting, discovery, proposals, negotiation, close and reporting.
- Advised 30+ technology companies on GTM, partnerships and distribution; supported strategic investments in 10+ projects.
- Served as the contracting entity through which several embedded operating roles were delivered, explaining overlapping dates.

Experience continued

Synternet | Head of Growth

2025 TO 2026 · AI PRODUCT SUITE AND DATA INFRASTRUCTURE

- Owned commercial growth across acquisition, activation, retention and monetisation for an AI product suite.
- Built the GTM for a new AI product, a repeatable ecosystem-expansion playbook, and referral and ambassador programmes for community-led acquisition.

KAP Games | Head of Partnerships & Investments

2023 TO 2025 · GAMES DISTRIBUTION PLATFORM

- Led partnership strategy and execution; sourced, negotiated and managed relationships whose work supported more than 200 game onboardings.
- Managed relationships across developers, platforms, technology providers, investors and funding sources, coordinating integrations and joint promotion.
- Built the investment strategy and commercial diligence process from scratch in a technically complex early market.

Yield Guild Games | Head of Partnerships

2021 TO 2023 · GLOBAL GAMING ECOSYSTEM

- Led global partnership initiatives as an early team member, sourcing, negotiating and managing strategic relationships across games, platforms and ecosystems.
- Built scalable partnership processes and performance metrics, mentored team members, and executed international co-marketing and community activations.

Memotech | Technical Sales Executive

2015 TO 2021 · BUSINESS SOFTWARE AND SOLUTIONS

- Spent 5.5 years in B2B technical sales across CRM, ERP, EPOS, eCommerce, workforce-management and related SaaS solutions.
- Owned technical qualification, solution scoping, demonstrations and post-sale support without a separate sales engineer, selling from startups to large Irish corporates.
- Built partnerships with software companies and hardware manufacturers to extend the product portfolio.

Earlier commercial experience

2008 TO 2015 · SALES, ACCOUNTS, RECRUITMENT AND TEAM LEADERSHIP

- Sold digital advertising, Google Ads, SEO and websites to Irish SMEs; ran full-cycle recruitment and earlier telesales teams.
- Managed a 100+ account B2B trading book in London, including Michelin-starred restaurants, five-star hotels, hospitals and contract caterers.

Applied AI and public proof

- Use coding agents, multi-agent orchestration, prompt-system design and source-of-truth documentation as daily operating infrastructure.
- Designed governed multi-agent workflows with explicit roles, handoffs, permissions, evidence boundaries and human decision rights.
- Released public MCP servers for job discovery, credential brokering, agent handoffs and governed vault/GitHub access.
- Built and deployed MCP Rack (mcprack.dev), alexeiudall.com, its recruiter-facing MCP and Rokumon Games; publish practical writing on agents, adoption and knowledge systems.

Education and selected credentials

- BA History and History of Ideas, Goldsmiths, University of London
- Claude Code 101, Anthropic
- AI Fluency: Framework & Foundations, Anthropic
- Linux Foundation Hyperledger LFS171x
- HubSpot Sales Certification