

BALAMURUGAN GANESAN

Product Leader | 0-to-Revenue & Scale Expert | B2B & B2C Fintech | AI • Trading • DeFi

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PROFESSIONAL SUMMARY

AI Product Leader with 15+ years launching and scaling both B2B and B2C fintech products from 0-to-1 and 1-to-10 across Investment Banks, Hedge Funds, Prime Brokers & DeFi. Proven track record scaling trading platforms to \$1B+ in monthly volume and building regulatory infrastructure overseeing \$500B+ in client assets. Currently Head of Product at b3x.ai leading AI copilots, perpetual DEX infrastructure, and tokenized funds, with prior experience at FalconX and Arcesium (D.E. Shaw Group) delivering institutional-grade systems. Deep expertise in trading systems, market infrastructure, and AI-driven financial products.

EDUCATION & PROFESSIONAL CERTIFICATIONS

MBA – Investment Banking

S.P. Jain Institute of Management and Research, Mumbai | 2008-09

B.Tech – Electronics & Communication

National Institute of Technology (NIT), Calicut | 2002-06

CFA Level III (Completed 2014)

Candidate ID: 6207762 | CFA Institute, USA

PROFESSIONAL EXPERIENCE

HEAD OF PRODUCT

b3x.ai (AI-Powered DeFi Platform) | Nov 2024 – Present

- Leading 0-to-1 development of 3 flagship products: (1) AI-powered perpetual DEX with synthetic RWAs and up to 100x leverage, (2) AI-driven tokenized funds with natural language interface for backtesting and deployment, (3) Trading co-pilot enabling intent-based execution across DEXes and prediction markets
- Scaled platform from launch to 500 active users, reaching \$500K TVL and \$3M in trading volume within 6 months through product-market fit refinement, streamlined onboarding
- Architecting institutional-grade DeFi infrastructure with advanced liquidity aggregation, comprehensive risk management including liquidation engines, dynamic margin calculations, funding rate mechanisms, and oracle price feeds with multi-source redundancy
- Designing AI trading assistant abstracting wallet setup, gas management, and complex trading workflows, enabling users to execute trades through simple natural language commands while system handles execution, wallet creation, and transaction batching

PRODUCT MANAGER – TRADING AND OPERATIONS

FalconX (Prime Broker) | Apr 2023 – Nov 2024

- Built and scaled institutional electronic trading platform to \$1B+ monthly trading volume with GUI/API, RFQ/RFS workflows, matching engine aggregating liquidity from 15+ global LPs serving institutional clients including hedge funds, proprietary trading firms, and crypto-native institutions with both automated and white-glove desk execution
- Launched FX trading desk enabling crypto-to-fiat trading in 25+ currencies with real-time settlement, dynamic pricing models based on volatility and inventory, treasury automation, and complex accounting for institutional fund structures. Improved operational efficiency 40% and conversions 30%

- Delivered low-latency API infrastructure with sub-50ms response times enabling algorithmic trading clients to execute high-frequency strategies, supporting both REST and WebSocket protocols with comprehensive order management and execution reporting
- Drove predictive inventory management and treasury systems based on settlement flows and trading patterns. Built trade operations automation reducing manual reconciliation 50%, enabling 24/7 operations with automated exception handling and multi-entity booking

PRODUCT MANAGER – PORTFOLIO AND ACCOUNTING MANAGEMENT FOR HEDGE FUNDS

Arcesium (D.E. Shaw Group) | Feb 2021 – Mar 2023

- Led cloud-native portfolio management and accounting platform serving global hedge funds with \$1B+ AUM each, supporting multi-asset, multi-currency portfolios and complex fund structures with automated trade processing, NAV calculations, tax lot accounting, P&L attribution, and corporate actions
- Reduced cloud infrastructure costs 50% and support costs 30% within 6 months through architecture optimization and workflow automation; owned product roadmap and release execution across a 30+ engineering team

FEATURE LEAD – COMPLIANCE AND RISK PRODUCTS

Bank of America Merrill Lynch | Aug 2018 – Feb 2021

- Launched global compliance platform for client money segregation managing \$500B+ assets across multi-jurisdictional regulatory requirements including FINRA (US), CASS (UK), ACPR (France), and MAS (Singapore) with zero post-launch compliance issues
- Delivered a BREXIT-compliant version within a 6-month accelerated timeline and developed predictive risk analytics to forecast segregation requirements, enabling proactive compliance across EU, APAC, and Americas

LEAD ANALYST – PRODUCT MANAGEMENT

CRISIL | Dec 2015 – Aug 2018

- Built product management function from scratch to externalize financial research expertise serving global investment banks, launching 3 products (Financial Modeling, Data Analysis, Earnings Management), growing the team 2→15, achieving 80% time savings, and delivering 50+ client demos

SENIOR BUSINESS ANALYST – DERIVATIVES (APAC)

BNP Paribas | Mar 2012 – Dec 2015

- Implemented derivatives products across APAC exchanges (NSE, SGX, HKEX, ASX, KRX, TSE, NZX), managing front-to-back-office operations including trading, clearing, settlement, client reporting, regulatory reporting, and exchange reconciliation for F&O markets

EARLIER EXPERIENCE

Senior Product Consultant | Lister Technologies | Aug 2010 – Mar 2012

Senior Consultant | eBay | Aug 2009 – Apr 2010

Software Engineer | Verizon Communications | Jun 2006 – May 2008


OTHER CREDENTIALS & PUBLICATIONS

 **EPAT – Algorithmic Trading (Certificate of Excellence)**

QuantInsti | Batch topper with featured success interview

 **Deep Learning Certification**

NPTel IIT Madras | Credential ID: NPTel20CS62S61330875

 **Deep Learning-Based Algorithmic Trading Research:** [Published project on QuantInsti platform demonstrating application of neural networks to trading strategy development](#)