William Cleaver

Founder & Builder · Marketing & Creative Director
Building with AI, blockchain, smart contracts

cleavs.com · 𝕏 @freest_will (8.3K) · linkedin.com/in/cleavs · will@cleavs.com

Marketing and commercial leader with 15 years across fintech and blockchain infrastructure, Formula 1®, media and international consumer brands in the US, GCC and Europe. Directed marketing and PR at Metallicus, taking stablecoin, digital identity and payments infrastructure to US banks and credit unions. Since February 2026, co-founder of rainyseason.cr, shipping production software, AI agents and Ethereum smart contracts. Pairs senior marketing and commercial leadership with hands-on technical depth.

Experience

rainyseason.cr

Feb 2026 – Present

Co-Founder

Guanacaste, Costa Rica

- Lead product, engineering and go-to-market for a studio building sovereign software and creative work for clients and in-house ventures, including scent.tech (fragrance hardware) and Greater Records (record label).
- Ship full-stack products end to end (JavaScript, Node.js, Python, SQLite) through AI-assisted development, automated testing and self-hosted deployment.
- Operate the studio's own platform: a private client console, end-to-end encrypted messaging and images (AES-256-GCM, keys agreed by ECDH P-256), encrypted WebRTC voice calls, Web Push notifications and passkey (WebAuthn) authentication, with a native macOS client in Swift.
- Develop and deploy Ethereum smart contracts (Solidity, ERC-721, Foundry testing) and custom AI agents (LLM APIs, Model Context Protocol tooling) in production.

Metallicus

Nov 2021 – Feb 2026

Director of Marketing & Public Relations

San Francisco, CA

- Directed marketing and PR across 11 products on an institutional blockchain stack: Metal Blockchain (L0), XPR Network (L1), Metal L2 (Ethereum L2), Metal Dollar (stablecoin), Metal Pay (on-ramp), Metal X (DEX) and WebAuth (self-custody wallet).
- Led growth marketing through a 6.8× rise in XPR Network total value locked (TVL), from $11.5m to a $78.2m peak.
- Led the launch of the Bonifii acquisition (formerly CULedger), forming Metal CUSO and connecting 70+ credit unions to Metal Blockchain.
- Led go-to-market for the Metal Blockchain Banking Innovation Program and stablecoin pilot: 15+ credit unions live with stablecoins in testing and the first credit union stablecoin, $CLDUSD.
- Owned positioning, messaging and go-to-market for stablecoin, digital identity, tokenization and payments infrastructure sold to US banks and credit unions, leading growth, design, social and product marketing.
- Partnered with bank and credit union CEOs and CROs on partnership announcements, including Payfinia and DaLand CUSO, shaping the executive narrative, sales enablement and launch communications.

- Led media relations and executive thought leadership, including engagement with members of US Congress; secured media partnerships and executive features in Fortune, Nasdaq, CoinDesk and American Banker.
- Owned event strategy and execution at Money20/20, Consensus, Permissionless and American Banker, from booth design to thought leadership and speaker submissions.

Yas Marina Circuit · Formula 1® Abu Dhabi Grand Prix Nov 2020 – Dec 2021
Marketing Manager Abu Dhabi, UAE

- Delivered race promotion and campaign creative for the 2021 Formula 1® Abu Dhabi Grand Prix, the championship decider, driving ticket and corporate hospitality sales for a full-capacity race weekend.
- Managed VIP and artist relations over Grand Prix weekend, including headline acts at the after-race concerts.
- Contributed to production of the documentary on the 2021 track reconfiguration, the circuit's first layout change since opening in 2009, covering the redesigned hairpin, marina and hotel sections.
- Managed premium track days and the sales and marketing of retail circuit experiences.
- Marketed the circuit's year-round motorsport and fitness calendar, from drag racing to triathlons, to grow its audience beyond race weekend.

ITP Media Group · Time Out Oct 2018 – Nov 2020
Head of Commercial Dubai, UAE

- Generated $500K in first-year revenue through integrated partnerships across Time Out's digital, print and live-event platforms.
- Owned the commercial lifecycle end to end: creative concept, client pitch, commercial negotiation and delivery.

wagamama Nov 2014 – Oct 2018
Head of International Marketing London, UK

- Managed franchise marketing across Europe and MENA, including launch marketing for the brand's first restaurants in Italy (Milan) and Spain (Madrid, with Grupo Vips) and pre-opening development in France.
- Advised franchise partners on market-entry strategy, brand creative, menus and restaurant operations.
- Owned local marketing, PR, events and partnerships across the full London restaurant portfolio.

Jack Wills Jun 2011 – Nov 2014
USA Marketing Manager United States

- Created and ran a pop-up retail format at New England rowing regattas, generating over $200K in revenue.
- Managed retail marketing, store openings, PR and social for 14 US stores, including Nantucket and Martha's Vineyard.
- Ran the US university ambassador programme and experiential field marketing, operating a fleet of seven Land Rover Defenders.

Skills

Marketing & commercial: Brand positioning, go-to-market strategy, growth marketing, PR, thought leadership, partnerships and sales enablement.

Creative & delivery: Creative direction, integrated campaigns, event strategy, retail marketing and international market launches.

Software development: JavaScript, Node.js, HTML/CSS, Python automation, SQL/SQLite and Swift/macOS.

AI & automation: AI-assisted coding, LLM API integration, custom agents and Model Context Protocol (MCP) tooling.

Blockchain: Solidity, Ethereum, ERC-721 smart contracts, wallet integration and Foundry contract testing.

Engineering & delivery: REST APIs, Git/GitHub, automated testing, passkey integration and self-hosted deployment.

Achievements

- Ironman Vichy, France.
- Ironman Mont-Tremblant, Canada.
- Ironman 70.3 Dubai, UAE.
- Berlin Marathon, Germany.
- Barcelona Marathon, Spain.