

ISAAC CHENG

15 years exp | TradFi and Crypto Professional

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EXPERIENCE

Avenir

Head of Middle Office

Avenir Group

10/2024 - Present Hong Kong

Asia's Largest IBIT holder | Li Lin's family Office

- Middle office Team Build out (0 to 1):** Spearheaded the establishment of middle and back office functions, recruiting and leading a team of 4+ professionals, defining SOPs, and setting KPIs to support a high-growth crypto platform, ensuring robust administrative controls.
- Multi-Project Leadership:** Directed high-impact initiatives including stable coin issuer collaboration, ETF Tokenization integration, and prime brokerage margin frameworks.
- Strategic Ecosystem Partnerships:** Led relationship management with global Crypto exchanges, brokerages, market makers, custodians, banks, payment providers, and technology vendors; negotiated commercial terms and ensured seamless integration through cross-departmental collaboration.
- Technology Innovation:** Designed and launched a proprietary CRM system, enhancing client lifecycle management; architected streamlined client onboarding with compliance protocols to optimize operational efficiency.
- Customer Success Transformation:** Built and led a Customer Success team, delivering top-tier service to institutional and UHNW clients, driving retention and satisfaction through tailored support.
- Crypto Platform Enhancement:** Collaborated with product and trading teams to refine platform features, incorporating competitive research and client feedback to boost user adoption and performance.
- Risk & Regulatory Compliance:** Implemented ops risk monitoring SOP, also ensuring alignment with compliance requirement (AML, KYC) to safeguard platform integrity.

Matrixport

Head of Operations - Prime Brokerage

Matrixport

04/2024 - 10/2024 Hong Kong

The world's leading and Asia's largest all-in-one hub for crypto financial services

- Pre-launch Project** – Involved in pre-launch platform transformation. Building operations team for a new trading platform, refine existing internal workflow with a new integration approach.
- Middle office Implementation** – Designed and implemented the middle office structure, optimizing workflows with technology and infrastructure teams.
- Trade Ops setup** - Setup real-time monitoring structure with developer, to make sure daily order book and PNL smooth running, setup risk alert indicator for monitoring.
- Exchange Collaboration** – Coordinated with crypto exchanges to ensure robust updates, risk management, and monitoring setups. Assessed the impact of exchange changes on the trading platform to maintain seamless operations.
- Institutional Client Onboarding** – Managed technical setup, communication, and conformance testing for institutional clients. Provided top-tier support and resolutions, ensuring a smooth onboarding process.

SUMMARY

Accomplished financial operations executive with 15+ years of progressive leadership across traditional finance and digital asset ecosystems. Proven track record of architecting institutional-grade infrastructure for cryptocurrency exchanges, prime brokerage platforms, and derivatives clearing operations. Expert in building high-performing teams from ground zero, implementing robust risk management frameworks, and driving operational excellence in fast-paced, regulated environments.

EDUCATION

Master of Data Science (Part-time - Year 2 On-going)

University of Sunderland in Hong Kong

2024 - Present

Bachelor of Applied Science (B.A.Sc.), Public Administration and Policy Studies

City University of Hong Kong

01/2002 - 01/2005

SKILLS

Technology

LLM, AI agent workflow, Machine Learning

Programming

Python, Scripts, HTML, SQL, R

Devops

JIRA, Gitbook, Gitlab, Confluence, Grafana, Trello, AWS, GCP

Financial systems

All global exchanges trading, Settlement and risk systems. Crypto Exchange API, FIX protocol, ION, Traiana, Algo framework

BI

Tableau, PowerBI

Design

Canvas, Figma, Capcut, Midjourney, Xmind, ProcessOn, Notion

CERTIFICATION

AWS Certified Cloud Practitioner 2023

Amazon Web Services (AWS)

MS MOC AI-102T00-AC 2023

Microsoft

Data Fundamental for Apache projects 2020

Apache

## EXPERIENCE



### Client Service Lead – VIP team, market maker coverage

#### Binance VIP & Institutional

📅 02/2022 – 04/2024 📍 Remote

The largest crypto exchange by trading volume

- **Founding team** – Founding member of Binance Key account coverage team from 2022, core VIP services backbone.
- **VIP Operations Leadership** – Promoted in 2023 to be the Key account services lead. Directed a 24/7 agile team of 6 to manage operations for Binance's top-tier VIP clients (VIP3-9 & Brokerages), handling escalations, consultations, and technical support across all business lines
- **Liquidity & Market Maker Optimization** – Collaborated with liquidity providers and market makers to address co-location, liquidity issues, and operational challenges, enhancing trading efficiency.
- **VIP services KPI** – build VIP services KPI for the team, make sure the competitiveness on top of the industry
- **Performance Metric** – Build VIP and MM performance metric, working with data project team to constantly analyst clients performance insights.
- **Product development** – Involving in VIP product development, regularly maintaining VIP relationship and provide analysis report



### E-solutions associate and risk

#### G. H. Financials

📅 04/2017 – 02/2022 📍 Hong Kong and UK. London

Top-tier derivatives clearer, clear 600M+ futures/ year

- **Trading Operations Excellence** – Managed order book and trading activities for global derivatives markets, ensuring accurate status updates and system connectivity across client ISVs and exchanges (CME, ICE, Eurex, HKFE, SGX)
- **Client Technical Integration** – Led comprehensive onboarding for clients using platforms like TT, CQG, and Stella; provided FIX connectivity advisory and conducted UAT for exchange integrations
- **Risk Monitoring & Control** – Monitored client risk levels and exposure, approving fund flows, credit limits, and instrument permissions across global derivative exchange systems and portals
- **System Development Contribution** – Supported enhancement of internal trade surveillance and risk monitoring systems through data flow analysis and collaboration with programming teams. Make sure the system is compiled with the latest regulation requirements.



### Technical Operations Analyst (Market Operations)

#### LMAX Group

📅 09/2014 – 04/2017 📍 Hong Kong and UK. London

World's Leading MTF for FX, Regulated by FCA

- **Market Operations Management** – Operated 24/5 exchange systems, maintaining Forex and CFD liquidity from top-tier banks and hedge funds; resolved real-time incidents under high pressure
- **Exchange Member Onboarding** – Processed setup for exchange members using FIX andITCH protocols, managing ID creation, session setup, and live trade testing. Working with top-tier market making team in the world such as Citadel, Jump, Tower research etc.
- **Client Technical Support** – Delivered real-time assistance on connectivity, trading, and account issues via FIX, .NET, and Java APIs; specialized in supporting Chinese clients
- **Risk & Trade Reporting**: Worked with Prime Brokers for limit assessments and order flow management; ensured client trading books were synchronized

## TRAINING / COURSES

Data Science and Machine Learning Course - IVE 2021

Master in Professional Blockchain Technology - Fevaworks 2021

Quantitative Trading with Python - CUSCS by Chinese University 2021

## FIND ME ONLINE



#### GitHub

<https://github.com/isaaccwb>



#### Personal site

<https://wiki.isaaccheng.xyz/>