

## Profile

Chief executive, founder and growth strategist with more than 20 years of experience across media, digital, gaming, Web3 and AI-enabled creative systems.

Currently CEO / Founder of BlockDAG, leading a Layer 1 proof-of-work blockchain positioned around fast, secure and decentralized infrastructure, mobile mining, super-app utility and global community growth.

Owner of Macula, an AI-native media agency in Cape Town, and Moore & Crew, a second-generation creative AI marketing agency delivering strategy, digital campaigns, content, design, social, video, packaging, web and hosting.

Proven record building and scaling brands, launching products, growing revenue, leading integrated teams and translating emerging technology into commercially useful market propositions.

## Strengths

Executive Leadership	Brand Strategy
Business Development	AI Media
Performance Marketing	Blockchain
Team Leadership	Commercial Strategy
Product Launches	

## Work Experience

2025 - PRESENT GLOBAL / DUBAI

### CEO / Founder BlockDAG

- Lead BlockDAG's executive strategy, brand positioning, partnerships and go-to-market narrative for a Layer 1 blockchain ecosystem.
- Guide community, commercial and product communication across mining, wallet, exchange, developer and super-app touchpoints.
- Translate complex blockchain infrastructure into accessible messaging for global retail, developer and partner audiences.
- Oversee cross-functional leadership across marketing, operations, technology communication and ecosystem growth.

2026 - PRESENT CAPE TOWN, SOUTH AFRICA

### Owner / Founder Macula

- Own an AI-native media and creative agency built around audience intelligence, cultural signal mapping, paid media and AI production systems.
- Develop connected growth loops from market sensing and creative variants to channel launch, optimisation and learning cycles.
- Position Macula for ambitious brands navigating the AI-shaped attention economy.

# Nicolaas van den Bergh

CEO / Founder  
Blockchain, AI Media & Growth



## Personal Information

16.07.1975  
South African  
+27 71 686 9332  
nic.vandenbergh@gmail.com  
Cape Town / Dubai

## Skills

Executive Leadership  
Strategic Planning  
Brand Development  
Digital Marketing Strategy  
AI Media Systems  
Web3 / DeFi / GameFi  
Business Development  
Performance Marketing

## Social

LinkedIn: nicvandenbergh  
Instagram: nic\_vandenbergh

2026 - PRESENT CAPE TOWN, SOUTH AFRICA

### Owner Moore & Crew

- Own a creative AI marketing agency delivering brand strategy, digital marketing, social media, graphic design, video, animation, packaging, print, web and hosting.
- Blend second-generation agency experience with AI-enhanced research, content planning and campaign execution.
- Shape practical creative systems that move brands from concept and design through execution and placement.

05/2022 - 2025 CAPE TOWN, SOUTH AFRICA

### CMO DFY Studios

- Spearheaded the integration of traditional Web 2.0 gaming with Web3 blockchain utility.
- Led a specialist team building metaverse utility, gaming experiences and investor-facing commercial narratives.
- Created gaming experiences designed to connect technology, creativity, commercial viability and community value.

11/2020 - 04/2022 CAPE TOWN, SOUTH AFRICA

### CMO Gameout Inc

- Led marketing strategy, market research, competitive analysis, campaign execution and digital initiatives for a mobile gaming business operating in 152 countries.
- Supported brand positioning and messaging for internal and external audiences across a 2.5m+ gamer community.
- Delivered Web3 immersive experience thinking in a fast-moving environment with strong stakeholder communication.

05/2020 - 11/2020 CAPE TOWN, SOUTH AFRICA

### Managing Director monetize.co.za

- Led the digital agency division, selected clients and helped them create monetisation pathways.
- Managed a start-up incubator model, creating, partnering, self-funding and developing business opportunities.

07/2019 - 05/2020 CAPE TOWN, SOUTH AFRICA

### CMO Africa Direct Life & Investment

- Delivered product sales strategy across insurance, salary advance, bond and debt consolidation, and data-led insurance offerings.
- Led closed-group product development and financial marketing initiatives to open new customer channels.

12/2018 - 05/2020 CAPE TOWN, SOUTH AFRICA

### Contract Outsourcing Levi's South Africa

- Supported implementation, development and operations for levi.co.za eCommerce.
- Oversaw sales performance analytics, customer targeting, content portal growth and the Zando partnership.

12/2018 - 07/2020 CAPE TOWN, SOUTH AFRICA

### Contract Outsourcing Thrive Media

- Led direct sales initiatives for clients including Old Mutual, Liberty Life, King Price and Sanlam.
- Developed Garden Ninja with international brand Neutrog for South African consumer eCommerce.

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12/2018 - 05/2020 CAPE TOWN, SOUTH AFRICA

### **Managing Director Humanise:1**

- Managed a data-driven, consumer-centric marketing agency focused on customised platform marketing solutions.

08/2017 - 11/2018 CAPE TOWN, SOUTH AFRICA

### **Head of Digital Virgin Money South Africa**

- Owned end-to-end digital strategy, branding, media placement, creative design, campaign management and agency relationships.

- Integrated technology and tooling to improve digital customer experience, conversion funnels and campaign performance.

01/2015 - 07/2017 CAPE TOWN, SOUTH AFRICA

### **Managing Director Clicks2Customers | NMPi**

- Led teams across data analytics, UX, web design and development, SEO, SEM and social media.

- Drove high-quality delivery and commercial evolution across the digital service offering.

07/2008 - 12/2012 CAPE TOWN, SOUTH AFRICA

### **Trading Director | Media Director Dentsu (Pty) Ltd**

- Managed Isobar in South Africa and built the business to R700 million in turnover.

- Oversaw trading for Aegis Media South Africa across Carat, Vizeum, Isobar, iProspect and Posterscope, with group spend totalling R2.3 billion.

10/2007 - 06/2008 CAPE TOWN, SOUTH AFRICA

### **Media Director longtail (Pty) Ltd**

- Aligned online strategy and implementation with traditional media planning and buying.

- Expanded campaign value beyond banner advertising through integrated media opportunities.

12/2003 - 10/2007 CAPE TOWN, SOUTH AFRICA

### **Publisher Media24 (Pty) Ltd**

- Oversaw Fin24 and Wheels24 business units, including profitability, budgets, sales, marketing proposals and reporting.

- Managed staff, stakeholder promotion and print relationships for combined marketing and sales initiatives.

06/2001 - 11/2003 CAPE TOWN, SOUTH AFRICA

### **Brand Manager e-commerce marketing (Pty) Ltd**

- Managed marketing budgets, media placement, CRM, promotions and new business opportunities for online casino brands.

10/1999 - 05/2001 CAPE TOWN, SOUTH AFRICA

### **Director and Founder Thunda.com**

- Founded and grew thunda.com through new products, services, IVR, SMS, web experiences, partnerships and advertiser campaigns.

- Scaled the platform to 50,000 photographs per week and sold the business.

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01/1997 - 10/1999 CAPE TOWN, SOUTH AFRICA

**Marketing and Sales Manager  
Redline Products (Pty) Ltd**

Managed South African retail and wholesale markets, marketing strategy, brand building and international exports.

EARLIER CAREER CAPE TOWN, SOUTH AFRICA

**Director and Founder  
Macula (Pty) Ltd**

Managed business strategy, new business development, product integration and company growth initiatives.

**Education**

01/2000 - 12/2002 LONDON, UNITED KINGDOM

**MBA Master's  
Oxford Brookes University**

MBA-focused postgraduate study in business strategy, leadership and commercial management.

01/1983 - 12/1993 CAPE TOWN, SOUTH AFRICA

**Senior Certificate | Grade 12  
Rondebosch Boys' High School  
References**

Peter Venn - Windlab Africa - +27 83 689 3063

Ross Venter - DNI - +27 83 255 1052

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