

Andres Marquez, Crypto Research Analyst

andresmarqueztz@gmail.com

LINKS

[LinkedIn](#), [Telegram](#)

EMPLOYMENT HISTORY

Jun 2024 — Dec 2025

Head of Research, Simplicity Group

- Led end-to-end investment research operations, identifying high-potential startups and emerging thematic trends across DeFi, Infrastructure, and RWAs to drive deal sourcing.
- Conducted 300+ risk-focused due diligence reviews, performing rigorous viability checks on tech stacks, team backgrounds, and product-market fit to drive fundamentals-based investment decisions.
- Audited tokenomics and incentive models for 300+ protocols, evaluating long-term economic sustainability and value accrual mechanisms.
- Leveraged on-chain data (Dune, SQL, Python) to build proprietary datasets, transforming market metrics into data-backed insights for research clients and internal decision-making.
- Developed repeatable evaluation frameworks and scoring modules, standardizing the due diligence process to increase the efficiency and robustness.
- Engaged directly with founders and communities to validate project assumptions, fill information gaps, and track early-stage startups before they reached mainstream awareness.
- Authored thematic research and competitive landscape reports, providing a technical edge in evaluating protocol design and its alignment with global industry shifts

Jan 2023 — Jun 2024

Lead Analyst, Simplicity Group

Apr 2022 — May 2023

Research Analyst, Sheesha Finance

- Produced 150+ due diligence reports for the investment team, assessing protocol design, tokenomics, competitive landscape, GTM strategy, and team background.
- Collaborated to build structured evaluation frameworks to compare projects across narrative, moat, token utility, and risks.
- Contributed to investment memos and internal operations that supported portfolio construction.

Feb 2022 — Apr 2022

Master Data Trainee, Ferrero

Mexico City, Mexico

- Supported the master data team in maintaining clean, consistent ERP (SAP) records for clients, orders, and outstanding invoices.
- Helped improve data accuracy and organization for finance and sales reporting.

Oct 2021 — Apr 2022

Credit & Collection Trainee, Ferrero

- Managed a portfolio of wholesale clients, monitoring invoice status, payment behavior, and credit limits.
- Reviewed and approved/denied new orders based on credit exposure and outstanding bills, reducing late-payment risk.

EDUCATION

Jan 2017 — Jan 2022

Bachelor of Engineering in Industrial Engineering, Universidad Anáhuac Mexico Norte

Focus on quality control, statistics, exploratory and inferential analysis, and process optimization.

SKILLS

Due Diligence

Expert

SQL

Skillful

On-chain Data

Expert

Python

Beginner

COURSES

SQL , DataCamp

Associate Data Analyst in SQL, DataCamp