

DAN BARNES

CPO/COO

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London



EXPERIENCE

ZTO - Partner (Investment)

Forte Labs

01/2023 - 06/2024 London, United Kingdom

- Led a strategic investment fund, managing a portfolio of \$75M+ and driving value creation through investments in high-potential gaming studios, including Phoenix Labs.

ZTO - Product (Platform)

Forte Labs

01/2022 - 01/2023 London, United Kingdom

- Post acquisition of N3TWORK (NSP) - Spearheaded product turnaround initiative for underperforming products, resulting in improved market positioning and increased user acquisition.
- Launched the 2.0 version of Forte's platform, focused on KYC/AML, FIAT on/off ramp, Custodial wallet & compliance & chain integrations.

CMO > COO

N3TWORK

02/2016 - 01/2022 Remote, San Francisco

- Drove operational excellence and strategic execution, scaling the company to achieve \$500M+ in revenue over 5 years.
- Led cross-functional teams in Product, Marketing, and Engineering, setting strategic goals and driving alignment across the organization.
- Successfully supported the raise of \$78.9M+ in funding.
- GM of the NSP publishing business, later acquired by Forte.
- Served as Executive Producer for *Legendary*, a top-grossing mobile game with \$250M in lifetime sales, overseeing all aspects of product development, launch, and live operations.

VP - Central Product Management

Zynga

02/2014 - 02/2016 SF, CA

- Joined the CPM team at Zynga post Acquisition

VP - Acquisition, Retention, Monetization

NaturalMotion

03/2013 - 01/2014 Oxford, United Kingdom

- Owned & scaled revenue and installs by optimizing LTV to CPI equation, resulting in the acquisition by Zynga.

Early Hire

Machine Zone

03/2011 - 02/2013 Palo Alto, United States

- Joined MachineZone when it was Addmired, focused on the distribution of MZs games. Broke Facebook.

EDUCATION

Master of Business Administration - MBA

Université de Nantes

01/2009 - 01/2011 Nantes, France

- Business Degree - (LEA) BAC+4

SUMMARY

Entrepreneurial product leader with 10+ years of experience driving growth and innovation across fintech, gaming, and digital platforms.

Proven track record of building high-performing teams, launching new products, and turning complex challenges into scalable solutions.

Expertise in end-to-end product lifecycle management, from ideation and strategy to execution and optimization.

LANGUAGES

French

Native



English

Native



FIND ME ONLINE



LinkedIn

<https://www.linkedin.com/in/ltvcpi>



Website

<http://www.danbarnes.com>

KEY ACHIEVEMENTS



Zero to One

Established and scaled a new business division within N3TWORK, transforming it into a high-growth asset that attracted and secured acquisition by Forte.



Investment Leadership

Managed a \$75M+ fund at Forte, driving strategic investments in studios like Phoenix Labs and supporting portfolio companies to achieve scalable growth.



Operational Excellence:

As COO of N3TWORK, scaled the company to \$500M+ in revenue and led the development of *Legendary*, a game that generated \$250M in lifetime sales.



Fundraising Expertise:

Raised \$78.9M+ in multiple investment rounds, enabling significant product development and business expansion.