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## Chief Marketing Officer (CMO)

### About Gainr

Gainr is building the first AI-powered, compliance-first decentralized sports betting & prediction markets ecosystem on Solana—including Back.bet, Price.bet, Pick.bet, and XOX.bet. We combine parimutuel peer-to-pool mechanics, shared protocol liquidity via an internal trading desk, and deep AI assistance to deliver fair odds, instant settlement, and a player-centric experience.

### Why This Role Matters

Marketing isn't just about visibility at Gainr—it's about building trust and driving adoption in one of the most competitive and regulated sectors in Web3. Our ecosystem combines AI-driven sports betting, decentralized prediction markets, and compliance-first architecture, making education and storytelling critical to success.

### Your Mission

As CMO, you will:

- **Shape the Narrative:** Position Gainr as the leader in AI-powered iGaming and decentralized betting, differentiating us from traditional sportsbooks and crypto-native competitors.
- **Drive Global Growth:** Execute campaigns that attract both crypto-savvy users and mainstream sports bettors, leveraging our unique value propositions—fair odds, zero house risk, and AI personalization.
- **Build Community & Trust:** Foster a vibrant, engaged community through social channels, influencer partnerships, and thought leadership, while reinforcing our compliance-first approach.
- **Accelerate Adoption:** Develop strategies that convert curiosity into active participation across our dApps—Back.bet, Price.bet, Pick.bet, and XOX.bet—fueling liquidity and network effects.

This role is pivotal because Gainr's success depends on mass adoption and brand credibility in a market where trust and innovation are everything. You're not just marketing a product—you're leading a movement to redefine the future of sports betting.

### What We Are Looking For

- 8+ years in marketing leadership at start-ups (pre-seed → Series B); launched and scaled B2C products to 7-figure users or 8-figure GMV.
- Managed multi-million ad budgets with disciplined ROI (payback within 6–9 months).
- Proven community building in Web3/iGaming/fintech; strong influencer and affiliate ops.
- Comfortable with token ecosystems, presales/TGE, and compliance-aware storytelling.
- Email Marketing: Hands-on lifecycle strategy + execution (ESP/CRM, segmentation, deliverability, automation, triggered journeys, re-engagement, and content A/B testing).

### Hiring organization

Gainr Analytics Ltd

### Employment Type

Full-time, Part-time

### Industry

Web3 / iGaming / AI / DeFi

### Working Hours

25–50 hrs/week (token grants calculated via hours factor on a 50-hour week)

### Base Salary

144

### Date posted

December 10, 2025

## **What We Offer**

- €12,000/month in GAINR tokens + 2.5–5.0% equity as per our [Compensation Policy](#)
- Opportunity to shape the future of alternative investments and iGaming.
- Flexible remote work environment with global team collaboration.

## **About Gainr Analytics**

Gainr Analytics is a sports prediction markets analytics start-up that develops AI based proprietary sports betting models, bots and agents to provide, uncorrelated, robust ROI opportunities for operators, syndicates and investors.