



Leyline

We are a movement

Brought together by a shared vision of a positive future.

Historically, 'ley lines' were connections between locations of significance. Today, Leyline is connecting users to the fight for the future—incentivizing individuals to enable and accelerate research and progress toward humanity's greatest collective needs. Transformative change is possible. No one else is going to save the world for us—so let's do it. Together.

MEET THE TEAM



**JEREMY
DELA ROSA**

As the founder and CEO of Leyline, Jeremy Dela Rosa is bringing nearly two decades of tech industry experience—one spent at Blizzard Entertainment—to bear in launching this ambitious charitable venture.

Jeremy holds a Bachelor's degree in computer science, a Master's degree in strategic project management, and is PMP certified. Those laudable credentials helped him launch seven of Blizzard's AAA titles, as well as the Overwatch League. Rumor has it he sleeps, but we've yet to catch him doing so...



**ROMAIN
NICOD**

Leading the charge into the battle for the future, Romain Nicod acts as Leyline's chief of staff, contributing across finance, legal, and operational needs wherever he can.

Nicod holds a Master's degree in digital project management—and it shows. He's an organizer through and through, and feels most rewarded in his work when he's able to successfully mentor others and see them grow and progress.



**JUSTIN
SMITH**

Justin Smith (friends call him "Boogy") is excited to touch every part of the business development, community, and production at Leyline.

Smith brings a wealth of unique knowledge, holding his doctorate in Asian Studies and the philosophy of martial arts. He taught mixed martial arts for nearly 20 years, achieving the rank of third degree black belt.



**BRYAN
CHANG**

Bryan Chang's diverse array of skills and experiences enable him to provide a steady, guiding hand to the entire organization. He is dedicated to upholding Leyline's core values so both its contributors and beneficiaries get the best possible outcome.

After 15 years of video game industry experience, including shipping mobile games such as Hearthstone and PAC-MAN, Chang decided to switch gears—and now pursues entrepreneurial opportunities and altruistic endeavors like Leyline.

MEET THE TEAM



**KHOA
NGUYEN**

Leyline has a diligent warrior for humanity's future in Khoa Nguyen. A problem solver focused on reducing costs and finding efficiencies, he's one of the world's top referrers for Tesla.

In the past, Nguyen was an esports competitor, victorious in a Blizzard sponsored StarCraft tournament at University of California, Irvine. He volunteered with the Andrew Yang campaign in 2020.



**MARC
DION**

Leyline's business development team will forever be indebted to Marc Dion's brilliant experience, particularly over a decade of bizdev time spent at Blizzard Entertainment. He'll be powering up strategic partnerships for Leyline, bringing socially responsible companies into our fold.

Since leaving games, Dion has been focused on the digital distribution ecosystem and partnerships therein at Vizio.



**JAIME
DELA ROSA**

The glue that keeps Leyline together, Jaime Dela Rosa is responsible for a range of critical administrative and accounting functions, and provides a backdrop of support to every team in our organization. He is non-binary.

Dela Rosa was previously a producer in the film industry, including credited work on Halo: Helljumper (2012). He also spent eight years in the construction industry.



**KEVIN
HOVDESTAD**

After a 15 year career in government, academia, and gaming, Kevin Hovdestad elected to launch Word & Smith, a multidisciplinary communications agency. Leyline benefits from his leadership as acting editor in chief. Hovdestad holds a bachelor's degree in political science from the University of Saskatchewan.

Today, Hovdestad is working to help elevate the stories and improve the quality of marketing and communications materials for businesses and charities all over the world. He was the chairperson of the board of directors for an SPCA organization and volunteered for multiple decades with animal welfare charities.



**CODY
URBAN**

Contributing his project management and media skills, Cody Urban is an indispensable asset to Leyline. With over 17 years in media, including 8 years as a video journalist, he's got a ton of phenomenal guidance to offer.

Urban's media career has opened some incredible doors—and of his 14 feature screenplays, 2 have been produced, with another purchased and pending. He's also written seven books.



**RUSSELL
PIPPIN**

The Leyline team is shipping some incredible stuff, and we have Russell Pippin to thank for his excellent product management leadership on a great deal of it.

Pippin comes to Leyline with 15 years of prior experience in the gaming industry, including a dozen as a Product Manager at Blizzard Entertainment in the Battle.net division. He also worked for Upper Deck Entertainment after his time as a professional trading card game player.

MEET THE TEAM



**YUGINA
YUN**

Yugina Yun comes to Leyline to support the business development team with over a decade of esports experience, primarily focused on the collegiate space. She holds a marine science degree from Boston University.

In her career, Yun has both managed existing programs and leveled up her own. She built the still-active CORSAIR student brand ambassador system from the ground up.



**DANIEL
ALLEN**

A creative to his bones, Daniel Allen is contributing to the growth and success of the Leyline community. He's a born writer, and it shows in everything he does.

In his time prior to working with Leyline, Allen has contributed to everything from Voters United and the Citizen's Climate Lobby to directing charitable benefit concerts. He's also a competitive swimmer.



**CRYSTAL
PARK**

The Leyline social media team is infinitely improved by the addition of Crystal Park, a recent graduate of USC Annenberg with a Bachelor's in communications.

After her time spent volunteering on Andrew Yang's presidential campaign in 2020, Park was inspired to get involved in more places she felt she could help make the world a better place.



**EDDIE
BRISEÑO**

Leyline's community management team has the social media mindset of Eddie Briseño to aid them. He comes from the school of thought that all marketing is human-to-human.

Briseño is a graduate of the San Francisco State University where he aided in the delivery of the Innovation and Entrepreneurship Fellowship program. He was also a volunteer on the social media team of the Andrew Yang presidential campaign.



**ARNAUD
GOURIOU**

Arnaud Gouriou comes from a background in software engineering to join Leyline's systems development team, where his focus will be helping execute on the blockchain platform architecture.

Gouriou holds a systems security engineering diploma he completed in France, and has worked for over a decade at iterating on decentralized software. He's excited to bring his focus to bear for charitable causes and organizations like Leyline going forward.



**PACO
BOLAÑOS**

A highly talented project management professional, Paco Bolaños is helping Leyline coordinate across teams and functions with ease and efficiency, as well as localizing all things Leyline into Spanish.

Bolaños spent 13 years at Blizzard Entertainment, including working as their first Spanish web editor. He's done over 20 years of freelance Spanish translation work, predominantly pro-bono, including several children's books.

MEET THE TEAM



**TIFFANY
TRAN**

One of Leyline's never underestimated volunteers, Tiffany Tran leans in on graphic design, testing, and everything else she has the time and talent for.

A recent graduate with a Bachelor's degree in digital media, Tran is a fixture of the esports scene, currently working for Team Dignitas. Surprising no one, Tran's free time is split between the things that she's centered her life around, and you're equally likely to find her gaming or drawing.



**JONATHAN
MARTIN**

Our systems architecture at Leyline will have valuable oversight from the exceptional skills brought to the team by Jonathan Martin, whose expertise in blockchain will inform accurate content across the entire technical arm of the organization.

Martin is a cryptocurrency enthusiast who has championed causes aligned with Leyline's values, such as harm reduction and homeless outreach. In the past, his primary career was as a performing musician in his home in the San Francisco area!



**DOLLY
AVE**

The creative teams at Leyline have access to a miraculous resource in Dolly Ave. She contributes to all kinds of graphic design, photography, and more.

Ave splits her time beyond Leyline between award-winning photography and the upcoming release of her first E.P. as an independent musician. Beyond the arts, Ave feels strongly about all things social justice, and is a fighter for equal opportunity in all things.



**SARA
FOUGHALI**

A gifted organizer, Sara Foughali is actively improving administrative processes for everyone at Leyline, including leveling up our onboarding experience.

In her career up to this point, Foughali has grown and learned from challenges across a diverse set of industries in a variety of roles. She's also volunteered extensively in the reggae scene, supporting artists and doing marketing and video production for this vibrant community.