

Rabii Esteitie

I start things when I see something missing, and I build them. As a teenager I started a homework group on Facebook and turned it into a tutoring business, and later I co-founded a falafel bar. Today I run sales and marketing at Aryze, a payment infrastructure company in Copenhagen.

Looking for my next role • Copenhagen or remote
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PROFILE

I joined Aryze as an intern in March 2024, built the marketing function, and in January 2026 took over sales and marketing, reporting to the CEO. In 2026 I led a team of four. With my team I contacted about 370 people at 240 companies for Pay by Bank. My job was to find out whether it would sell to online casinos and betting sites. After three months of outreach and meetings I told the management that most operators already had it from other providers. In September 2026 Aryze moved its focus to banks. I also make our material: product films, a stand, a podcast, brochures you page through on screen, with a calculator inside, and an invitation you play like a slot machine. For sales I built my own tools, such as a lead engine that reads public registers in the UK, Finland and Denmark. I trained as an engineer at DTU, and I have taught children in very vulnerable situations.

WORK

Aryze

March 2024 to now

A payment infrastructure provider in Copenhagen. It sells Pay by Bank, which lets shops take payments straight from a customer's bank account, and technology that helps banks move money.

Director of Sales and Marketing

January 2026 to now

- My first focus was to understand our customers, who they were and what they did. I wrote our Business Model Canvas, ideal customer profiles and Value Proposition Canvas, and based the sales material on them.
- We launched Pay by Bank in the UK in May 2026 for high-risk merchants, starting with online casinos. At the same time I sold our products for banks. I report to the CEO and write the monthly, quarterly and event reports for the management and the board. In 2026 I led a team of four, in sales, Pay by Bank support, marketing production and office operations.
- With my team I contacted about 370 people at 240 companies for Pay by Bank, one person per company at a time. Every message followed the same tone guide. We also had agreements with four agents and introducers who put us in touch with operators, the companies that run casino and betting sites.
- My job was to find out whether Pay by Bank would sell to online casinos and betting sites. After three months of outreach and meetings, I told the management that most operators already had it from other providers. In September 2026 Aryze moved its focus to its products for banks.
- Planned and built the sales material for Pay by Bank: a public savings calculator, a deck, three short videos of a payment on a phone and two brochures you page through on screen.
- Went to about ten conferences in 2026, in London, Berlin, Stockholm, Malta, Amsterdam and Copenhagen. At NEXT Summit in Malta, a conference for online casinos and betting, I had seven meetings with operators. At iGB Live in London, a show for the same industry, we booked eight. At the Nordic Blockchain Conference in Stockholm we were a silver sponsor, and I designed our stand.
- Built a slot-machine invitation for Aryze's first side event, a dinner for about 25 guests from the industry during iGB Live in London.
- Led Aryze's part in Tech for Fin, a programme on digital assets run by Copenhagen Fintech, a hub for fintech companies. I gave a talk at the start and made all the material for the showcase at the end, where one of our founders presented.
- Made three product films in ten days, one for each of our products for banks. They were for our stand at Nordic Fintech Week 2026, a fintech conference in Copenhagen. I directed them and made the pictures, clips and voice with AI tools.
- Designed our stand at Nordic Fintech Week 2026: the wall, a roll-up, postcards, an iPad kiosk that played our films and an interactive brochure.

EDUCATION

Health Technology Engineering

DTU, Technical University of Denmark, graduated 2020

VOLUNTEERING AND BOARDS

Committee Member, Strategic Advisory Board, COSI (the Consortium of Stablecoin Issuers), under DARA, an industry-led self-regulatory group in the US
January 2026 to now

Binance Angel, Binance
February 2023 to February 2025

Facebook Administrator, Lektiehjælp for alle (Homework help for all)
February 2012 to February 2023

LANGUAGES

Danish, Arabic, English

TOOLS

AI: Claude, ChatGPT

AI images and video: Higgsfield, Nano Banana, GPT Image, Kling, Seedance

AI voice and music: ElevenLabs

Design and editing: Figma, Canva, Blender, Descript

Code: Python, HTML/CSS/JS, FFmpeg

Planning: Business Model Canvas, Value Proposition Canvas, ideal customer profiles, market analysis

EARLIER WORK

Receptionist, First Hotels
August 2013 to March 2018

Telephone Interviewer, Voxmeter A/S
March 2010 to March 2014

- › In September 2026 I cut the list of products Aryze sells and presents down to four: Pay by Bank and three products that help banks move money. I wrote one fixed description of each for all our material. I also wrote the press release on our partnership with a company that builds Aryze's technology into its own digital wallet.
- › Made the material for the 25 conferences and events Aryze took part in from January 2025 to September 2026. It included roll-ups, speaker posts and Meet Me cards for LinkedIn.
- › Built personas in Claude: a writer, a designer and reviewers. They draft and check work before I decide what goes out.

Marketing and Communications Manager August 2024 to January 2026

- › Built Aryze's marketing function, from brand and content to events and social media, and ran the newsletter.
- › Set up our podcast, Ryze N' Shine, booked the guests and filmed and edited the episodes.
- › Built our online community to about 2,000 members and gave it its own brand, the Vikings. I started the Viking Ambassador programme with over 100 volunteers around the world.
- › Explained stablecoins in a comic with a Viking hero in 2025. The Viking became Aryze's mascot, Rune.
- › Aryze's X account went from about 500 followers in early 2024 to over 16,000 in January 2025, during a paid campaign. In October 2026 it had 8,021. The LinkedIn page has grown, mostly organically, to about 3,700 followers.

Sales and Marketing Intern March 2024 to August 2024

- › Six months across sales and marketing. I learned the products from the ground up and worked on blog posts and on games and tasks for our online community.

Tagsbo Skole December 2022 to December 2023

Teacher and Mentor

- › Taught and mentored children in very vulnerable situations.
- › The work asked for patience, understanding and respect every day.

LefalaF June 2020 to October 2022

Founder and CEO

- › Co-founded a vegetarian falafel bar in Nordvest, Copenhagen, during the pandemic.
- › Responsible for the name, identity, menu, pricing, social media, partnerships and daily operations.
- › Catered for DR Byen (the Danish broadcaster's headquarters), Københavns Kommune (the City of Copenhagen) and the concert venue Vega.

Let's Study 2013 to June 2020

Founder

- › With a partner I turned my Facebook homework group into a business: online homework help and mentoring for pupils.
- › We hired and trained student mentors, matched each pupil with a mentor and ran it all on our own online platform. Let's Study closed in June 2020.