Edward Liceaga

eliceaga@gmail.com
linkedin.com/in/edward-michael-liceaga-687247376
https://edwardliceaga.com

PROFESSIONAL SUMMARY

Business development executive with 25+ years in specialty finance, futures and options markets, and capital markets. $100M+ funded and 1,000+ transactions closed across North America, Europe, Australia, and Hong Kong. Built an ISO and referral network of 10 active partners producing 50 qualified applications per month, with a five year average client relationship length and 60% repeat and renewal business. Active NQ futures trader fluent in the platforms and workflow active traders use every day. MBA in Derivatives, Loyola University Chicago.

WORK EXPERIENCE

Sales and Business Development Representative, Creative Capital Solutions
Jun 2026 to Present
• Originated working capital advances ($10K to $5M), business lines of credit, asset based loans, AR factoring, and bridge loans for small and midsize businesses
• Built and managed an ISO and referral partner network of 10 active partners producing 50 qualified applications per month
• Managed the full sales cycle from outbound prospecting through application, structuring, underwriting coordination, and funded deal
• Consulted with business owners to assess financing needs and structure the most appropriate capital solution

Business Development Manager (Contract), Trade Manager Group
May 2026 to Jul 2026
• Led user acquisition, broker and prop firm partnerships, and community marketplace growth for a platform that converts any TradingView indicator into a live executable strategy via webhook with built in multi account copier
• Built credibility first consultative selling as a daily active user of the broker platforms target customers rely on (Tradovate, Rithmic, NinjaTrader)

Cofounder and Managing Partner, Amsterdam Capital Group, Inc.
Jun 2021 to Present
• Cofounded specialty finance firm investing in merchant cash advance opportunities for small business growth
• Raised capital through direct investor outreach; manage ongoing investor relationships and reporting
• Active in board level decisions, strategic direction, and portfolio oversight

President, 3rd Coast Consultants, LLC
Aug 2020 to Present
• Delivered operational efficiency and cost reduction strategies to middle market clients
• Built strategic partnerships, joint ventures, and acquisition opportunities for client revenue growth

Proprietary Equity Trader, Self Employed
Jan 2020 to Present
• Systematic strategy development and live execution across NQ futures, NDX options, and equities
• Built automated webhook execution infrastructure connecting TradingView signals to live broker platforms
• Hands on fluency in position sizing, broker execution, and platform behavior across Tradovate, Rithmic, and NinjaTrader

President, River North Equity, LLC
Mar 2013 to Dec 2020
• Built the originations pipeline through outbound business development and industry network, leading every deal from first contact through close
• Developed the valuation framework and due diligence process for growth capital investments in small cap and micro cap companies

Managing Partner, L2 Capital, LLC
Jan 2017 to Dec 2018
• Structured PIPE investments and flexible debt/equity solutions for small and micro cap public growth companies
• Personally committed 50% of initial capital, aligning interests with investors
• Sourced and closed transactions across Canada, Europe, Australia, and Hong Kong

Managing Director, Capital Markets, MSC-BD, LLC
Dec 2011 to Sep 2012
• Led the capital markets and investment banking division serving middle market clients, hedge funds, and private equity
• Executed capital raises, M&A advisory mandates, reverse mergers, and alternative public offerings
• Managed cross functional deal teams; delivered valuation opinions and fairness analysis

Vice President of Business Development, Lotus Capital Management, LLC
Aug 2011 to Nov 2012
• Sourced the majority of the firm's investment opportunities through industry network and direct outreach
• Conducted analysis and due diligence on portfolio additions
• Managed ongoing investor and portfolio company relationships

EDUCATION

MBA, Derivatives Concentration, Quinlan School of Business, Loyola University Chicago, 2004
B.S., Accounting, Illinois State University, 2001

SKILLS

Business Development, Sales Pipeline Management, ISO and Referral Partner Networks, Working Capital Advances, Merchant Cash Advance, Asset Based Lending, AR Factoring, Bridge Loans, Lines of Credit, Capital Raising, M&A Advisory, Client Relationship Management, Outbound Prospecting, Strategic Partnerships, Tradovate, Rithmic, NinjaTrader, TradingView (Pine Script), Webhook Execution Architecture, Multi Account Copier Systems