

# ROBERTO ARELLANO

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## WORK EXPERIENCE

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### Bright Sol Tech

#### CTO

March 2013 - present

- Launched and led the product development of an event ticketing platform that generated over \$20M+ in revenues in the first 3 years
- Built and managed a cross-functional team of 5 engineers, designers, and marketers, to ensure the successful development and launch of multiple client products
- Defined the product strategy and roadmap from the client's vision for over 5 products
- Pivoted the business strategy of the company from working on projects to working on products
- Provided performance evaluations and career development support to 15+ team members

### Lead Software Engineer

October 2010 - March 2013

- Lead a team of 3 engineers with an agile development methodology through the design, development, and maintenance of client applications
- Conducted code reviews to ensure code quality and increase collaboration on best practices
- Managed project timelines and ensure projects are being delivered on time

### zconnect.io

#### Co-Founder

April 2020 - present

- Conducted user interviews, identified user requirements, defined feature specs, validated with prototypes, launched, and iterated product (0 to 400 courts in less than 1 year)
- Created a revenue stream by acquiring the Texas Judicial Branch for a 2-year sign-up of 700 accounts
- Recruited and managed 3 engineers and 1 designer with an agile (scrum) development methodology through rapid prototyping and iterations
- Prioritized the roadmap through Jobs-To-Be-Done theory uncovering unmet user needs and aligning features to the overall business strategy
- Owned product vision and delivery: roadmap, prioritization, market, and competitor analysis
- Planned and implemented a KPI strategy by selecting appropriate engagement metrics to measure progress toward business goals
- Developed the application along with 3 other engineers using Ruby on Rails and PostgreSQL

## EDUCATION

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Arizona State University, W.P Carey School of Business, Tempe, AZ 2014  
Master of Science, Information Management

The University of Texas, El Paso, TX 2011  
Bachelor of Business Administration, Computer Information Systems

## TOOLKIT

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**Product:** Jobs-To-Be-Done theory, Agile framework, UX Wireframes, Roadmap prioritization

**Technologies:** Ruby on Rails, HTML, CSS, JavaScript, Stimulus JS, Angular, SQL/NoSQL, VIM

**Software:** Basecamp, Github, Linear, Figma, Balsamiq, Intercom, Help Scout, Shopify

**Languages:** English, Spanish