



Roger Obando

Address: Los Angeles, CA

Phone number: 310.699.9512

Email address: roger.obando@gmail.com

Web: <https://www.linkedin.com/in/rogerobando>

PROFILE

Roger Obando is a seasoned serial entrepreneur, technologist, and published author with over two decades of proven success. Proficient in software development and consulting, he excels in both enterprise and startup settings.

Roger's exceptional technical skills, coupled with his strong communication abilities, enable him to seamlessly integrate with implementation teams and effectively communicate with business stakeholders.

WORK EXPERIENCE

Fractional CTO

ROLESEE, LLC (Self-Employed)

📅 05/2024 – present 📍 LOS ANGELES

- Spearheaded the development and implementation of technology strategies that were closely aligned with client's business objectives
- Oversaw and managed multiple technology projects, ensuring timely and successful delivery
- Conducted thorough audits of existing systems, processes, and infrastructure to identify inefficiencies and opportunities for improvement
- Evaluated, initiated, and effectively managed relationships with technology vendors and consultants
- Communicated technology strategies and initiatives to both internal and external stakeholders
- Provided exceptional leadership and mentorship to technology teams, including hiring, training, and development opportunities

Chief Technology Officer

LOYALSNAP

📅 05/2021 – 05/2024 📍 NEW YORK (REMOTE)

- Successfully stepped in as CTO to stabilize and improve the existing CRM platform for future scalability
- Implemented modern and scalable solutions such as Microservices, Managed Services, CI/CD, IaC, and Serverless Technologies, resulting in a 200% MRR growth within 18 months
- Optimized team structure through assessment of Product and Engineering resources, leading to a reorganization of the Product department and increased focus on implementation by the Engineering department
- Spearheaded the adoption of AI tools to boost Engineering output with minimal increase in headcount
- Implemented Agile principles to streamline operations within both Product and Engineering teams
- Provided valuable advice to the CEO on Finance and Legal matters based on previous experience as a startup founder

Principal Solutions Architect, Startups

AMAZON WEB SERVICES (AWS)

📅 04/2020 – 05/2021 📍 LOS ANGELES

- Led as "CTO in Residence", overseeing strategic customer engagement to advise on platform decisions and address architecture and application development challenges.
- Advocated for customer needs, enhancing platform offerings for increased effectiveness and appeal to startup clients.
- Served as a Thought Leader for AWS, representing the Solutions Architect organization on platforms like Clubhouse and Twitter Spaces to effectively

communicate the organization's function to current and prospective customers.

Co-Founder & CTO
BAKER TECHNOLOGIES (Exited 1/2019)

📅 09/2014 – 01/2019 📍 NEW YORK/DENVER/LOS ANGELES

- Conceptualized and spearheaded the development of an industry-leading Cannabis Product Reservation application, Baker, which evolved into a cutting-edge CRM suite over a four-year period
- Designed and implemented application platforms utilizing technologies such as PHP, MySQL, Redis, React.js, Node.js, GraphQL, and AWS
- Oversaw the selection and management of technology partners, fostering strong and productive relationships
- Managed a team of over 70 professionals across product, engineering, sales, and support departments
- Directed budgeting, scheduling, and product development efforts, achieving a market share growth of 35%+ within four years prior to exit
- Contributed to successful fundraising efforts, securing over \$11MM in private investments before the company went public and exited in early 2019

Co-Founder & CTO
KAMINO LABS, INC.

📅 09/2012 – 12/2014 📍 NEW YORK

- Transformed the initial concept of an Urban Hiking mobile application into a viable product through technology, brand, and design guidance
- Architected and developed application platforms utilizing PHP, MySQL, Redis, Objective C (iOS), LESS/CSS, and HTML5
- Established and led a team to aid in the conception, design, development, and testing of the product
- Oversaw budgeting, scheduling, and management of product rollout
- Collaborated with co-founder on fundraising efforts for the project
- Conducted evaluations of technology and content partners for the project

Director of Engineering
MOBILE ROADIE

📅 09/2011 – 06/2012 📍 LOS ANGELES

- Directed and managed the engineering team to ensure timely delivery of high-quality products
- Architected and developed a mobile application platform utilizing PHP, MySQL, Redis, Objective C (iOS), Java (Android), and HTML5
- Acted as the primary technical expert during client presentations, contributing to successful presale efforts
- Built and maintained strong client relationships, leveraging past connections to drive revenue growth
- Collaborated with client relations and product teams to establish realistic product deadlines and allocate engineering resources effectively
- Recruited and trained new team members in alignment with business and product objectives, in coordination with the CTO

Media Technologies Consultant
ROGER OBANDO, LLC.

📅 05/2004 – 04/2011 📍 LOS ANGELES

- Consulted on web and media projects for high-profile clients such as JP Morgan, Citibank, BMW, Sony/Sony PlayStation, Fox, Saturn, and CBS
- Specialized in creating immersive online media experiences and implementing administration systems to manage and curate these experiences
- Architected and developed solutions across various platforms including Mobile, E-Commerce, CRM, CMS, Brand Sites, Products, and Services
- Curated ad hoc teams of UX Designers, Visual Designers, and Developers tailored to the specific needs and budget of each client project

WORK EXPERIENCE

Development Lead BLITZ DIGITAL STUDIOS

📅 09/2003 – 05/2004 📍 LOS ANGELES

- Spearheaded the design and implementation of Adobe Flash frameworks to optimize the Flash site development process
- Led the development of innovative Adobe Flash websites for prestigious game and Fortune 500 companies
- Designed, created, and overhauled client and internal websites, encompassing database, backend, and middleware design and development.

Mentor MUCKER CAPITAL

📅 04/2019 📍 SANTA MONICA, CA

<https://www.mucker.com>

Strategic Advisor FLOR AMERICAS

📅 10/2019 📍 MONTEVIDEO, URUGUAY

<https://www.floramericas.com>

Strategic Advisor TRYM

📅 02/2020 – 02/2021 📍 SAN FRANCISCO, CA

<https://trym.io>

Computer Science & Visual Design | BA DUKE UNIVERSITY

📅 05/2000 📍 DURHAM, UNITED STATES

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- Fluent in Spanish
 - Avid Golfer (12 handicap)
 - Health & Fitness Enthusiast
 - All Things Food (Trained and Accomplished Amateur Chef)
 - Published Author: The Highest Common Denominator (<https://bit.ly/hcdbook>)

ADVISORY & BOARD POSITIONS

EDUCATION

BITS & BOBS