# **HENRY FUENTES**

# PERFORMANCE PROFILE

Energetic CTO with 15+ years of experience in technical leadership. Wellversed in current technological trends and familiar with a variety of business concepts. Experience establishing and scaling organizations from \$0 to \$MM in yearly net income. Strategic thinker with strong business acumen to ensure technologies deliver results.

## **MAJOR BRANDS**

Sixpack Shortcuts, Dollar Beard Club, Guthy Renker, Bonfire Media

# **PROFESSIONAL EXPERIENCE**

#### Chief Technology Officer, 04/2017 - Current Scaled By Design

- Managing client digital transformation projects with over 50 team members tasked with developing and steering operations and process improvements.
- Briefing executive team on technology risks and recommended methods to remedy problems.
- Developing IT strategies and set into place all infrastructure policies.
- Maintaining vast knowledgebase of all key and current technologies, platforms and trends.
- Establishing KPIs for financial, operational and sales goals.

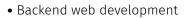
#### Co-Founder / CTO, 01/2009 - 04/2018

#### Sixpack Shortcuts - Austin, Texas

RenkerGuthy

- As Co-founder of Sixpack Shortcuts, I was an integral part of the custom technology that allowed the company to scale.
- Accelerated media buying spend of over \$1M a month.
- Developed a phone sales department that reached \$1M of revenue in a month.
- Grew our YouTube channel to be the #1 fitness channel with over 3 million subscribers.
- Our fitness programs are improving people's lives worldwide.

#### Chief Technology Officer, 01/2006 - 02/2010 Altare Publishing - New York, NY





# CONTACT

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## DEVELOPMENT LANGUAGE & FRAMEWORKS

- Node.js
- React,
- NextJS,
- Laravel,
- Codeigniter,
- Flutter
- Solidity
- Dart
- Git
- AWS suite ( s3, Cloudfront, EC2, Turk, Aurora DB, SES)

- Ran Multivariate, A/B tests and Multi-Arm Band testing for the biggest online dating offers at the time
- Translated concepts into user flows, wireframes, mockups and prototypes to promote positive intuitive designs, site interactions and user experiences.
- Coded, tested and developed solutions in alignment with project requirements.

#### PHP Developer, 12/2003 - 12/2006 JobCrusher.com - Austin, Texas

- Developed "Review Crusher" one of the first review scripts with Marketing features built-in which generated over \$1 million the first week
- Developed web-based PHP applications for deployment on premiums service platforms.

## **SEO TOOLS**

- Google Search Console
- Google Tag Manager
- Google Analytics
- SEMRush
- MOZ
- AppSumo
- SpyFU
- Ahrefs

# **CRM / E-COMMERCE**

- Salesforce
- Hubspot
- Shopify
- BigCommerce
- Woocommerce

### **PROJECT MANAGEMENT TOOLS**

- Jira
- Asana
- Click up
- Basecamp
- Monday
- Hubstaff
- Harvest