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.

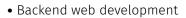
Co-Founder / CTO, 01/2009 - 04/2018

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