

# HENRY FUENTES

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## PERFORMANCE PROFILE

Energetic CTO with 15+ years of experience in technical leadership. Well-versed 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.

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## MAJOR BRANDS

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

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## 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

- Backend web development



## 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.
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## **SEO TOOLS**

- Google Search Console
  - Google Tag Manager
  - Google Analytics
  - SEMRush
  - MOZ
  - AppSumo
  - SpyFU
  - Ahrefs
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## **CRM / E-COMMERCE**

- Salesforce
  - Hubspot
  - Shopify
  - BigCommerce
  - Woocommerce
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## **PROJECT MANAGEMENT TOOLS**

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