

Gabriel Romero

Sr Manager Business Systems & Data Architecture

Vancouver Canada / *Willing to Relocate* • <https://gabe-romero.com/> •

EDUCATION

2010 – 2016 Universidad del Valle de México (UVM)

Bc. S Computer & Mechatronics Engineering

2019 – 2022 Massachusetts Institute of Technology (MIT)

Post Graduate Certificate in Data Statistics and Data Science

CERTIFICATIONS

Salesforce

- Certified Administrator
- Platform Developer I
- Integration Architect
- Identity and Access Management Architect
- Certified Development Lifecycle and Deployment Architect
- Certified System Architect

Snowflake

- Snowflake SnowPro Core Certificate

Amazon Web Services (AWS)

- Certified Cloud Practitioner
- Certified Solutions Architect

Google Cloud Platform (GCP)

- Cloud Digital Leader

LANGUAGES

- English (Fluent / Advanced Technical)
- Spanish (Native)

SUMMARY

I am a Systems Architect with over 13 years of experience, holding 10 active certifications in diverse systems and applications. Specialized in the areas of business operations, revenue operations and data architecture, based in cloud applications and Software as a service.

Working as an individual contributor or as a team manager I focus my career in building technical system architecture by developing project plans, participating hands-on, planning, designing and executing solutions for internal teams and customers alike.

EXPERIENCE

Sr Manager Business Applications and Data Architecture *Vidyard* (02/2022 – 11/2023)

- Managed a team of **(5)** with roles of; Data Engineers, Data Architects, Data Analysts & System administrators to guide the strategy and execution of business systems processes, automations, building data pipelines, testing, maintenance of architecture and ETL models, achieving a fully autonomous account-based growth model.
- Architected and work closely with development teams on the build of Machine Learning models to model the training data used for M.L and business insights, successfully building the first M.L model used with in-house technology.
- Build ROI dashboard of investments in business systems providing strategy making data for the executive team.
- Managed GTM tech stack vendor relationship and operations budget, maintaining a constant 40% growth while reducing overhead cost of operations by 10%.

Lead Systems Architect

Vidyard (03/2021 – 02/2022)

- Worked with the Executive leaders, Business managers and stakeholders to build a business operations strategy based on established targets at the executive level.
- Led a team of (3) developers and system administrators to architect and build (hands-on) the ETL pipeline and data modelling used in business insights and automated product-led growth strategy across teams, successfully creating up to 6000 new prospect accounts per week based on product usage.
- Managed stakeholder requests and projects aligned to business priorities.

GTM Systems Architect

Vidyard (09/2019 – 03/2021)

- Architected and built the Self-serve systems applications tech-stack for product led-growth strategies.
- Facilitating in depth business process reviews working closely with stakeholders to gather requirements and design a project plan.
- Re-designed and implemented a multi-region, highly scalable robust data pipeline to support the needs of the business as well as design business automations flows to drive growth.

Tools Support Specialist

Ubisoft Toronto (08/2018 – 09/2019)

Senior Technical Support Specialist

Vidyard (01/2018 – 08/2018)

Technical Support Specialist

Vidyard (10/2016 – 01/2018)

Technical Support Engineer

Ooyala (10/2013 – 10/2016)

Tool Design Engineer

Jabil Circuit (02/2011 – 10/2013)

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Skills

BPMN 2.0	Security Systems	Decision Making	NoSQL databases
Systems Design and Architecture	Automation and Scripting	Strategic Thinking	Project Management
Data Architecture	Data Modelling	Data Governance	Scrum Methodology
Data Pipelines	Problem-Solving	BEAM Data Modelling	Agile Methodology
	Continuous Learning	OLAP & OLTP	

Systems Proficiency

Salesforce Sales Cloud	Tray.io	AWS Cloud	Tableau
Salesforce CPQ	Zoominfo	GCP	Segment
Salesforce Service Cloud	Heap	Looker	Google Big Query
Zendesk	Clearbit	Redshift	Stitch Data
JIRA	Fivetran	MongoDB	Stripe
Marketo	DBT	Databricks	Zuora CPQ
Gong	Census	Apache Spark	
Intercom	Snowflake	GitHub	

Programming Languages

Java	Python	HTML/CSS
JavaScript	APEX	API
Node.JS	SQL	

ACCOMPLISHMENTS

- Managed a Systems technology stack budget of over \$3,000,000 USD, achieved a 40% growth in company while maintaining a 10% decrease in overhead spend.
- Helped grow the career and expertise of 3 team members to grow in areas of by facilitating learning resources and coaching sessions (3 members of the team got certifications in: DBT Development, Advanced System Administration and Data Modelling).
- Designed and implemented the first Machine learning model and training set used for as the basis for the A.I delivery of information to the business team.
- Implemented and designed a centralized data pipeline using ETL modeling, which unlocked the business reporting and analytics potential which led to the expansion of the analytics team from 1 to 8 analyst, 2 Data Architects and 1 data developer.
- Introduced the account-based marketing and modeling based on Freemium and Pro-subscription usage that influenced directly over \$15M USD of new opportunities.
- Designed and implemented the architecture for a Free & Pro based offering at that unlocked the potential of self-serve revenue plus new income streams with product-led growth.
- Increased the Tech-spend ROI by over 35% in 3 years, by revamping the existent technology usage and implementing new integrations.
- Helped training and onboarding and overseas team to grow from 2 employees to a full self-sustained team of 10+ support reps, increasing customer satisfaction in APAC by over 85%
- Created the M.L model & training models used for A.I with in-product, traffic and enriched data to drive up product-led growth & Revenue, with the corrective policies and framework to ensure non-biased results.