

FORD ROKOWSKI

Perpetual Inventor / Growth Incubator / In-house Entrepreneur

555-555-5555 • clientname@email.com • Seattle, WA • LinkedIn.com/in/hello

CTO & CHIEF INNOVATION STRATEGIST

Innovating at a roadrunner's pace

Inherently optimistic executive with 15+ years of experience standing up startup ventures—on their own and within existing companies—while creating technologies that solve customer pain points at scale. Inventor of engineering frameworks that embrace user insights to deliver truly memorable customer experiences and produce boundary-breaking revenue.

Startups: 24 | Strategic Exits: 3 | Products: 30 | Features: 14+ | Average Growth: Exponential

Accelerated the journey to 1st revenue, 1st million dollars, and 1st acquisition offer for startup tech firms.

Steered development and release of 30+ customer-centric products and features, including breakthrough technologies like the world's fastest e-commerce site in the beauty/lifestyle space, with instantaneous page loads.

Built a startup inside a public company that solved problems for Airbnb, DoorDash, and Zillow that no one else could solve.

Executive strengths:

Technology Strategy & Execution • Product Vision & Roadmap Planning • Engineering Leadership
Startup Development & Evolution • Rapid, Sustained Growth • Human-Centered Design • Customer Experience Modeling

Professional Experience

Hit the bullseye—again and again—through unwavering customer focus

ABC Ventures, Seattle, WA

Top venture capital firm

Chief Technology Officer (CTO) & Innovation Executive, 2019 to 2021

Imagined possibilities and partnered with entrepreneurs to turn product concepts into technologies, and business ideas into profitable ventures—while adding value to the ABC investment portfolio. Designed radically efficient innovation charters and discovery-minded engineering teams to develop products that amass large, global audiences.

Transformed 12 startups into million-dollar businesses, and generated first revenue for 9 more

- Launched and scaled a zero-revenue venture into a \$24M prescription drug comparison program.
- Drove 387% growth in 18 months and established the fastest beauty website worldwide by shaping technology strategy, guiding major turnaround, and eradicating friction in daily operations.
- Kicked emerging companies into gear as strategic advisor and board member for AA Europe, BullParish, GlobalXYZ, LMN Search, MRT Global (now MRT Health), and Rocketshore. Supervised due diligence and negotiations for 3 exits.

Built a series of companies from the ground up—and de-risked the progression to 1st revenue

GHI Innovation (DEF Corporation), Tacoma, WA

Technology venture incubated inside DEF Corp.

Founder & CTO, 2014 to 2019

Created industry-leading tech company that skyrocketed efficiency for some of the world's most innovative and recognized brands. Structured the engineering organization, assembled the 42-person team, and established an intuitive development cycle: inexorable as toppling a line of dominoes.

Built a startup inside DEF Corp. that bolsters operations for Airbnb, DoorDash, and other ambitious tech companies

- Evaluated pain points of 17 prospective customers (GitLab, Instacart, Rivian, Snowflake), identified interconnectivity challenges, directed solution development, and built a profitable business around this new consulting venture.
- Breezed past the \$12M goal line, then hiked up performance by >180% every year.
- Enabled seamless operations by energizing teams to construct a secure, accessible, interconnected infrastructure.

Scaled from ZERO to \$12M in 36 months—with 990% growth over the next 4 years

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DEF Corporation, Seattle, WA

#1 provider of integration software

Executive Vice President, Technology Strategy & Innovation, 2011 to 2014

Hardwired a finely tuned growth engine into the global enterprise—expediting software development and creating a pipeline of commercial bets that yielded a series of profitable wins. Unlocked hidden talent and brought fresh ideas and perspectives to the product innovation lifecycle by recruiting engineers from a variety of industries.

Engaged 4,200 employees in a new way of thinking, innovating, and connecting with customers

- Shaved 18 months off the development lifecycle (from 2 years to 6 months) and reduced costs 40% by introducing time-crunching processes throughout the product organization.
- Doubled recurring sales by launching 7 new SaaS products and 14 feature enhancements in 22 months.
- Influenced 12% revenue growth in 12 months by filling portfolio gaps and revamping product design and pricing.

33% Average Profit Margins

211% Bump in SaaS Subscriptions

75% Speedier Go-to-Market

JKL Inc., Vancouver, WA

Workflow automation provider for Fortune 500s

Vice President of Technology & Product Development, 2008 to 2011

Mobilized teams to design and deliver avant-garde products that provide customers with fiercely efficient, fully integrated technology systems. Propelled the solution development lifecycle from idea through proof-of-concept, optimization, and market release. Pioneered a people-at-the-center culture that inspired collaboration and productivity.

Released new products and features faster than ever before—within days, not months

- Lit a fire inside the 23-person product organization. Eradicated outdated procedures, rewarded creativity, and recruited individuals from diverse industries to fuel a seismic shift in the engineering approach.
- Increased productivity by 9% to 41% for Alphabet, McKesson, and other Fortune 500s by working at the intersection of analytics, data science, and process automation to launch an integrated platform for business and financial operations.

12% Revenue Growth Every Year

45% Higher Customer Loyalty

95% Staff Retention—a Record

MNOP Company Inc., Seattle, WA

One of the top 3 consumer packaged goods companies

Senior Director of Packaging Innovation, 2004 to 2008

Promoted within 18 months (jumping 3 career levels) to own the CEO's #1 priority mandate: building a global packaging innovation organization from scratch. Designed Center of Excellence for product development, quality improvement, and cost transformation. Prompted 31% revenue growth in 4 years by deploying 14 product innovations in 3.5 years.

Education

MS in Technology & Entrepreneurship | University of Washington, Seattle, WA

BS in Mechanical Engineering & Information Technology | Seattle Institute of Technology, Seattle, WA

Thought Leadership

Sought-after speaker and presenter at startup, technology, and product conferences:

Leading the Product (Australia) • SaaStr Annual (virtual) • Mind the Product (Singapore) • Dreamforce (San Francisco)
The Startup Conference (Silicon Valley) • New and Emerging Technologies Conference (San Diego)

About this Project

This client (who uses the pronouns they/them) has a unique history that combines building startups from the ground up with years of experience in technology product design, engineering, and launch.

On the company side, they're passionate about creating efficient organizations and forward-thinking engineering teams that run like well-oiled machines. On the market side, they're customer-obsessed. They understand the emotional triggers that drive purchase behavior, and lead teams in building products that create entirely new—and extremely captivating—experiences for customers.

I used a classic, ATS-friendly presentation that is serious and playful at the same time. The simple black border keeps everything clean and intact, while the headers with full-bleed gray shading tell employers and recruiters to stop and take notice: this CTO is different from the pack.

In this resume, I aimed for a unique voice that balances executive presence with lightheartedness (roadrunner, bullseye, dominoes)...bringing energy to the presentation.

FYI, the small rectangle boxes like this one: **45% Higher Customer Loyalty** are created using Word's easy-peasy borders feature (they aren't shapes or text boxes, and they keep the content ATS-friendly). To build one, I highlight the content with my mouse, and apply a simple box border to the text only (not to the paragraph). Since the borders often appear too close to the words at each side for my liking, I go back and insert two or three periods in a row before and after the content ...Example... and then change the color of these dots to white font, so they aren't visible.