



# IVAN SOSA

## Full Stack Digital Strategist

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## PROFILE

I am a digital strategist, speaker, blogger and entrepreneur at heart. I've built tech based companies for 13 years.

I have been involved on every phase when it comes to building a digital product or service: Developer, Lead Developer, CTO, CEO, Business Development, Project Manager, Product Owner; and worked with dozens of entrepreneurs and brands on over 100 software projects of all kinds.

## EXPERIENCE

### PRODUCT OWNER / PROJECT MANAGER

#### Scrummers LLC (September 2020 - present)

- Managing the software development team for one of the U.S. based clients of the company.
- Interact with stakeholder on the US and Poland to build new features for their software platform.
- Define the product roadmap with the US based client.
- Advise the company's senior management team on recruiting, training and retention efforts of software development personnel.

### ASSOCIATE PARTNER

#### Pitaya Content (August 2019 - December 2020)

- Lead the internal shift of business focus to differentiate the company from competitors
- Design and implement a growth strategy to double revenue in 12 months
- Create a company culture based on results and measurable metrics.
- Train key team members on Growth and Content Marketing

### DIVISION DIRECTOR

#### Rokk3r Labs (January 2016 - February 2019)

- Manage all requirements and team management requests from HQ (Miami, FL)
- In charge of acquiring and converting leads into customers for the SCALE (custom software development) division
- Lead all projects and manage all clients of the SCALE (custom software development) business unit.
- Select, hire, train and on-board all the in-house development team
- Ensure the company had a steady pipeline of vetted resources to scale production teams as quickly as possible

**BUSINESS  
DEVELOPMENT  
MANAGER  
/ CO-FOUNDER**

**Bakata Group (January 2012 - November 2015)**

- Directly responsible for all company revenue
- In charge of the business operations at the US office (Miami, FL)
- Managing and retaining relationships with existing clients
- Increasing the client base

**CTO / CO-FOUNDER**

**HI Media Digital (November 2008 - December 2011)**

- In charge of the whole internal operation of the company
- Leading a 20+ development team
- Building over 50+ software projects (apps, websites, casual games, etc)

**PROJECT MANAGER**

**Wunderman (November 2005 - October 2008)**

- Lead the internal Front-end Development team
- Recruiting new developers
- Managing the relationship between the client and the internal technical team at the agency,

**FRONTEND DEVELOPER**

**Gaming Culture (July 2002 - October 2005)**

- Creating web based casual games on ActionScript and JavaScript
- In charge of organizing the local World Cyber Games Tournament (2.003 and 2.004)

**EDUCATION**

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**SYSTEMS  
ENGINEERING**

Universidad de los Andes. Bogota, Colombia  
1.997-2.000

**AWARDS AND  
CERTIFICATIONS**

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- 2012** Blackberry Elite Developer
- 2010** Forum Nokia Champion
- 2008** Adobe Certified Professional

## REFERENCES

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### PROFESSIONAL

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### PERSONAL

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