

Robert Gonzalez

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TECHNOLOGY LEADER

Product innovator with a passion for seamlessly integrating technology into our daily lives.

Transformative, visionary technology executive with rich experience designing, architecting, and implementing high value solutions at scale. Strategic business leader with a passion for driving security, quality, and stability, while delivering meaningful customer experiences rapidly. Track record of building high-performing, cross-functional globally distributed teams delivering modern technical solutions and achieving impactful outcomes using data-driven methodologies and AI tools.

PROFESSIONAL STRENGTHS

- | | | |
|------------------------|---------------------------|---------------------------|
| ✓ Product Strategy | ✓ Security Compliance | ✓ Talent Strategy |
| ✓ Technology Roadmaps | ✓ Technology Architecture | ✓ Culture Development |
| ✓ Customer Experience | ✓ Digital Transformation | ✓ Organizational Strategy |
| ✓ Process Optimization | ✓ Stakeholder Comms | ✓ Employee Development |

PROFESSIONAL EXPERIENCE

SugarCRM, Inc., San Francisco, CA

Jan 2012 to Present

SugarCRM is a private equity owned global software company with about 600 employees. With annual revenue of about \$130M USD, SugarCRM specializes in AI-driven precision selling software platforms targeting small to mid size Manufacturing, Wholesale, and Distribution B2B companies.

Executive Leadership

Vice President, Engineering

02/2023-Present

Lead 50+ globally distributed engineers, architects, and managers in the development and delivery of multiple products, including Sugar Sell, the flagship Seller Experience capability responsible for over \$100M in annual revenue. Establish product development strategy along with PM and UIUX leadership. Build technical roadmaps to align with product strategy and company initiatives. Optimize organizational resourcing to ensure successful, rapid delivery of commitments on time. Drive security, quality, and performance improvement throughout R&D by leading organizational metrics development, defining key roles and responsibilities and creating SOPs.

- Develop and execute talent strategy to scale Engineering in the US and Europe from 35 to 50+
- Mentor and develop staff—junior engineer through director—both internally and externally
- Architect and develop organizational strategy to deliver platform modernization while ensuring continued uptime and customer satisfaction consistent with an AI-driven product strategy
- Collaborate with Product and UIUX to establish the development strategy for, and orchestrate the implementation of, AI-powered customer facing features like summarization and prediction
- Drive the evaluation and adoption of AI assistant tools to increase developer productivity and fundamentally change how R&D solves problems and delivers world class software.

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Executive Leadership - continued

Senior Director, Engineering

02/2020-01/2023

Director, Engineering Applications

11/2018-01/2020

Oversee the engineering efforts of multiple product development teams building out the latest Enterprise CRM, Sales Automation, and Customer Service applications. Manage the Mobile Application and Self Service Portal teams. Provide technical guidance, programming assistance, and feature recommendations to over 30 engineering teams during annual hack week competition.

- Orchestrated a 20% staff reduction as part of a larger corporate restructuring, without any impact to committed deliverables.
- Strategized and executed the project plan to deliver the first new product in SugarCRM's history.
 - Worked closely with R&D executives and Product Management to design the product specification.
 - Designed a new license entitlement service to drive future new products.
- Served as an Engineering Leadership panelist for partners and developers at SugarCon 2018 "What's Next?" panel, discussing the future of the SugarCRM platform and its impact on the developer community.

Engineering Management

Senior Engineering Manager

02/2018-11/2018

Engineering Manager

03/2016-02/2018

- Managed front end, full stack, and platform engineering teams in the development of the Core UI, Integrations, and Process Management.
- Instituted the Junior Engineer and Intern Recruitment & Mentorship programs to attract new engineering talent that was going largely overlooked by technology companies.
- Implemented a product design process to move test plan development into the feature specification creation phase to ensure engineering alignment with product requirements and drive quality.
- Built onboarding material for new product and quality assurance engineers to more rapidly onboard to Scrum teams and acclimate to Scrum team ceremonies.

CERTIFICATIONS AND ACHIEVEMENTS

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|----------------------------|-----------------------------|-----------------------------|
| ✓ Zend Certified Engineer | ✓ Eng Leadership Panelist | ✓ Coding Basics Instructor |
| ✓ Zend Framework Certified | ✓ Testµ Featured Panelist | ✓ PHP Architect Instructor |
| ✓ SugarCRM Certified Dev | ✓ AI in Engineering Speaker | ✓ Little League Board Chair |
| ✓ SugarCRM Certified Admin | ✓ SugarCon Speaker | ✓ Youth Leagues Advisor |

REFERENCES AVAILABLE UPON REQUEST