



# YARON GUEZ

**Email:**  
[aron.guez@gmail.com](mailto:aron.guez@gmail.com)

**Phone:**  
781-249-4709

**URL:**  
[www.servicenow.com](http://www.servicenow.com)

**LinkedIn:**  
[linkedin.com/in/yaronguez](https://www.linkedin.com/in/yaronguez)

**Twitter:**  
[twitter.com/yaronguez](https://twitter.com/yaronguez)

**Skype:**  
Yaron.guez

**GitHub:**  
<http://github.com/yaronguez/>

## MISSION STATEMENT

I have over 16 years of experience crafting technological solutions to complex problems, designing and launching products, and leading teams. I have worked in enterprise environments, co-founded startups, and run a successful consulting business providing software product strategy to dozens of clients with varying goals and budgets. Experienced in fintech, mHealth, cybersecurity, startups and enterprise SaaS products.

I'm passionate about shaping the technical strategy and direction of SaaS and PaaS products, using my years of cross-discipline experience to balance big picture strategy with day-to-day constraints and implementation.

At ServiceNow, I'm helping to make the world of work, work better for people, by bringing the consumer experience to the enterprise, digitizing workflows, and unlocking employee productivity. We're hiring! Contact me if you'd like to learn more about our platform.

## EXPERIENCE

### Senior Software Engineering Manager - ServiceNow

San Diego, CA — May 2022 to Present

I lead three separate engineering teams within the Platform Logic organization at ServiceNow. These include Process Automation Designer, Playbook Experience and a matrix organizational team developing a brand new product that will revolutionize the way enterprise apps are built on the ServiceNow platform.

I'm responsible for coordinating the development of 20+ software engineers, overseeing the architecture and release of several applications, as well as hiring, training and mentoring a team to reach their career goals and contribute towards making ServiceNow the defining enterprise software company of the 21st century.

### Software Engineering Manager - ServiceNow

San Diego, CA — July 2019 to May 2022

As a manager in the Platform Engineering organization, I led the development team for Playbook Experience, a brand new ServiceNow product for viewing and interacting with business process workflows in real time via a simple, task-oriented interface. This ensures a consistent response to commonly encountered situations across an enterprise.

Responsible for software architecture, product feature-set, and hiring, training and mentoring a team.

### Staff Software Engineer - ServiceNow

San Diego, CA — November 2017 to July 2019

As an engineer in the UX Engineering organization, I was responsible for backend and frontend architecture and implementation of several critical features in ServiceNow's next generation user interface framework.

### Co-Founder and Chief Software Architect - Crypteron

San Diego, CA — August, 2014 to November 2018

Launched a data security platform for custom enterprise applications. Crypteron allows C#, Java and Scala developers to add military-grade data-security to their applications in minutes instead of months. Crypteron transparently handles encryption, tamper protection, key storage / distribution / caching / rotation, data migration, multi-tenancy, and access control rules.

Architected the key management solution and SaaS subscription model in .NET running on Microsoft Azure, with an AngularJS dashboard powered by WebAPI and a WordPress powered marketing website. Manage development and marketing team of interns and consultants. Lead product management including user experience, onboarding optimization and gamification, inbound and outbound marketing strategy, highly targeted advertising campaigns, aggregate and granular application analytics, split testing, customer engagement, email automation, training webinars, and social media outreach.

Crypteron is an EvoNexus portfolio company. Attended numerous startup workshops and mentoring sessions during two years at Southern California's premiere incubator. [www.crypteron.com](http://www.crypteron.com)

### **Co-Founder and Director of Technology - Trestian**

San Diego, CA — March, 2010 to Present

Lead a product development & innovation strategy firm, employing a team of developers and partnering with design firms and marketing agencies. Trestian helps startups, small businesses, and large organizations such as Verifone and the University of Washington launch products, websites, applications and campaigns. Worked on dozens of projects with varying business goals and budgets including an investment firm seeking to expand to China, a videogame studio coping with the traffic of a \$4M+ Kickstarter campaign, and an online magazine seeking to monetize a community of 750,000 college students. [www.trestian.com](http://www.trestian.com)

### **Chief Software Architect - MedAdaptics**

San Diego, CA — March, 2013 to June, 2015

Architected and co-developed a response guided medication therapy application for cancer patients powered by PHP, CodeIgniter, Bootstrap and jQuery. Managed a team of contract designers and developers. [www.medadaptics.com](http://www.medadaptics.com)

### **Software Developer - Bridgewater Associates**

Westport, CT — July 2006 to November 2008

Developed enterprise software at the largest hedge fund in the world, known for its fiercely demanding work environment and radical transparency. Honed skills in C#, .NET, SQL Server, SQL Server Reporting Services, Object Oriented Design, UML, Test Driven Development, Agile methodology, and the Software Development Life Cycle. Developed client service software for handling automated report generation, centralized data diagnostics, and position attribution calculation. Attended 8-month training course in financial market mechanics. Overhauled software documentation and training material. [www.bwater.com](http://www.bwater.com)

## **Product Manager - Fog Creek Software**

New York, NY — Summer 2005

Co-managed three developers during 12-week internship to develop and market a web application from scratch as the subject of documentary film, "Aardvark'd: 12 Weeks with Geeks" ([IMDB](#)). Under the tutelage of, Joel Spolsky - founder of Stack Overflow and Trello, tech writer and one of the original developers of Microsoft Excel - oversaw branding, pricing, sales copy, press relations, interface design, user acceptance testing, and online marketing. - [www.copilot.com](http://www.copilot.com)

## **SKILLS**

- C#, ASP.NET and WebAPI
- PHP
- JavaScript
- C and C++
- Java
- Product Management
- Innovation Strategy
- Team Leadership
- Agile and Scrum
- WordPress plugin development
- MySQL
- Microsoft SQL Server and Reporting Services
- AngularJS
- CodeIgniter
- Laravel
- API Driven Development
- jQuery
- MailChimp - Automation, API, Segmentation
- KnockoutJS
- HTML 5 / CSS 3
- MixPanel including API integration
- Linux / Apache / cPanel / Server Admin
- Microsoft Azure
- Amazon Web Services - AWS
- Search Engine Optimization (SEO)
- Google Adwords + Remarketing
- Facebook Advertising
- Google Analytics
- Object Oriented Design Patterns
- Unified Modeling Language (UML) Certified
- Algorithm Design and Analysis
- Network & Server Administration
- Technical Writing
- Graphic Design
- Audio / Video Editing

## **EDUCATION**

### **Yale University**

B.A. in Computer Science, 2006

## **ACTIVITIES**

- Volunteer admin of Advanced Wordpress Facebook Group, 28,000+ WordPress developers around the world
- Volunteer organizer of San Diego Advanced WordPress Meetup
- Volunteer WordCamp San Diego organizer
- Public speaker on technology topics including WordCamp San Diego
- Music Director at National Comedy Theatre and piano player for musical improv group, "aChording to Us"
- Avid traveler and travel writer
- Photographer and visual artist
- Running and cooking enthusiast
- Beta Theta Pi - Phi Chi Chapter alumnus (Treasurer and VP)