ANDRÉS ESPIÑEIRA

Entrepreneur and Technology Executive

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WHY ME

► I am an entrepreneur and technology executive with deep expertise in product strategy, infrastructure, marketing, analytics, and software development & methodologies.

► Whether working for industry-leading technology companies like Oracle and Netscape in their early stages, or studying at some of the best schools in the world, I have had the incredible fortune of being surrounded by talented people who constantly challenge me. Throughout my entire career there have been two constants that drive me: A relentless focus on achieving results, and that my best contribution to that effort, whatever it may be, is inherently worth it.

► I greatly value teamwork and encourage open and honest communication. I lead by example, always willing to roll up my sleeves to help, since I deeply believe that no task is below anyone. I focus my thinking around the customer, I encourage hiring people who are the best in their respective areas, and I promote and cheer the success of the team.

EXPERIENCE

Partner

e8works — Intelligent IT Services

📅 2017 - Ongoing 📍 Denver, CO

- Developing software and integrating office technology that provides a seamless and intelligent infrastructure for small to midsize businesses.

Chief Marketing Officer

LifeLogger Technologies

📅 2015 - 2017 📍 Denver, CO

- Launched major revamp of the LifeLogger video service with new user experience enriched with geo-location mapping and smart-tagging.
- Substantially increased traffic to website through search engine optimization, organic growth, and software adoption improving Alexa global rankings from 2M to above 240k in six months.

Founder & CEO

Pixorial

📅 2007 - 2015 📍 Englewood, CO

- Created the first cloud-based platform empowering users to create, edit, share and collaborate on videos regardless of source.
- Top three online video editors and the only one capable of editing full-length videos with transitions, text and legal music in original quality.

LIFE PHILOSOPHY

Don't worry about whether the glass is half-full or half-empty -- pursue whatever fills your glass.

MOST PROUD OF

Courage to found a company
Built talented Pixorial team growing from idea-stage, to 630K+ customers, winning industry awards and press accolades.

Confidence to forge new paths
○ First online shopping application.
○ First location-based service for mobile.
○ Created a cross-functional rapid development process before Agile.

Inspiring diversity in technology
Colorado Business Magazine Minority business person of the year finalist.

Tenacity to fulfill a lifelong dream
Sailed across the Atlantic Ocean with my father and a friend on a 49 foot sailboat after months of meticulous preparation. Our journey at http://comillas49.com

EDUCATION

Master in Management Marketing & Finance Focus

Kellogg School of Management, Northwestern University

📅 09/1993 - 06/1995 📍 Evanston, IL

B.S. in Electrical Engineering Depth in Computer Science

Stanford University

📅 09/1984 - 06/1988 📍 Stanford, CA

- Achieved an Alexa global ranking in the five figures through analytics.
- Invited by Google as Drive launch partner. Completed integrated video app and awarded Colorado APEX Award for 2012 Project of the Year.
- Computerworld 2010 Honors Laureate and finalist in Media category.
- Negotiated acquisition of Pixorial by LifeLogger Technologies.

Managing Partner

Siena Pier Ventures

📅 2002 - 2017   📍 Denver, CO

- Secured office lease and multiple major equipment leases for Pixorial, without any prior credit history or any additional collateral, by giving the leasing companies' execs a sense of my character and integrity.
- Main investor in Pixorial. Provided seed funding and extended a major line of credit to the company to support rapid user growth.
- Procured and outfitted sailboat for crossing the Atlantic Ocean and created sailboat chartering company in Mallorca, Spain to support it.

Vice President of Marketing & Products

OpenGrid

📅 1999-2001   📍 San Jose, CA

- Defined product and go-to-market strategy in nascent mobile location-based services industry. Assisted in closing $18M round of funding.
- Spearheaded all marketing initiatives for this Motorola-backed startup.

Director of Product Marketing & Business Dev

Netscape

📅 1995-1999   📍 Mountain View, CA

- Increased proliferation of Netscape browser by 200M units through marketing programs and distribution deals with major ISPs & OEMs.
- Built strategic partnerships with content providers including multi-million dollar deal with leading computer-based training company.
- Managed product strategy and marketing for the entire electronic commerce product line with revenues in excess of $10M/quarter.
- Industry spokesperson for Netscape electronic commerce products.

Senior Consultant – Strategic Consulting Group

PricewaterhouseCoopers

📅 06/1994 - 08/1994   📍 Chicago, IL

- Completed a re-engineering proposal for pricing and quoting processes for a $1.2 billion business unit in a global automotive supplier. Developed an impact study based on industry trends.

Development Manager – UNIX Releases

Oracle

📅 1988 - 1993   📍 Redwood Shores, CA

- Significantly reduced product release cycle by creating and leading a cross-functional rapid release team. (Predating Agile Methodologies)
- Youngest person promoted to development manager at the time.
- Broke TPC Benchmark record with DB latch & index code in assembly.

STRENGTH

Entrepreneurship   Product Strategy

Marketing   Strategic Partnerships

Infrastructure   Mobile Applications

User-Centered Design & Experience

Software Development & Methodologies

Leadership   Integrity   Creativity

Building Teams   Negotiations

VOLUNTEERING

Mentor, LBAN - Stanford Latino Entrepreneur Leaders Program

Head of Media and Technology at Mackintosh Academy
(An IB World School preK - 8th grade)

Alumni Interviewer for Kellogg Graduate School of Management

ADDITIONAL INFO

Bilingual: English & Spanish

Dual Citizen: USA & Spain

Skilled in photography & video

Cruising sailing experience

SEEKING TO COLLABORATE WITH A TALENTED TEAM TO MAKE AN IMPACT ON THE WORLD THROUGH TECHNOLOGY