

JOSE ROJAS

On-Demand Developer Advocate & Sales Engineer

Accelerating Product Adoption and Growth for Tech Startups

🏠 Amsterdam, the Netherlands

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🌐 [LinkedIn](#)

EXPERTISE

- Developer advocacy & engagement
- Technical content creation
- Cross-functional leadership
- API/SDK product strategy
- Stakeholder management

CORE QUALITIES

- Entrepreneurial drive
- Proactive problem-solver
- Collaborative mindset
- Creative communicator

EDUCATION

Universidad Piloto de Colombia

System Engineer, Software Engineering

Bogotá, Colombia

Pontificia Universidad Javeriana

Diploma, Finance Bogotá, Colombia

LANGUAGES

Spanish: Fluent

English: Fluent

Dutch: Basic

COMPLETE OVERVIEW

For a complete overview of my qualities, knowledge and experience, please visit my [LinkedIn profile](#).

ABOUT ME

My passion is to help tech products bridge the gap between their technology and the developer community. Having witnessed firsthand the challenges early-stage startups and fast-growing scale-ups face, I have a deep understanding of how crucial developer trust and adoption are for sustainable growth. I achieve this by acting as your on-demand Developer Advocate and Sales Engineer. I deliver impactful, hands-on technical content and training, from live coding demos and workshops to compelling technical presentations. This approach enables your product to be not just seen, but truly understood and championed by developers, which in turn accelerates adoption and drives sales. With a background as a Senior Software Engineer, Product Owner, and Technical Program Manager at TomTom, I bring a unique blend of technical depth, product leadership, and a proven track record of building developer communities and accelerating product growth.

PROFESSIONAL EXPERIENCE

TomTom

Technical Program Manager - Customer Enablement Technologies

December 2022 – Present

- Led cross-functional teams to deliver three key customer-facing initiatives on time and within budget, directly enhancing digital innovation for automotive clients.
- Developed and managed a content roadmap for a portfolio of APIs and SDKs, achieving a 90% completion rate and driving continuous client support.
- Partnered with sales teams to showcase SDK products, contributing to two major business deals in China and Germany.
- Directed a technical guides program that achieved an 80%+ client satisfaction rate, supporting successful adoption of digital solutions.
- Analyzed customer feedback to inform roadmap decisions, which improved product usability by 15.

Developer Advocate, TomTom Map APIs

April 2019 – November 2022

- Delivered technical support and training to over 100 developers, which enhanced the adoption of TomTom Maps APIs and reduced support queries by 25% through live seminars and digital content.
- Created and launched the TomTom Maps APIs YouTube channel and Twitch live-coding streams, increasing developer engagement by 30%.

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COURSES & CERTIFICATIONS

- **Certified Scrum Product Owner (CSPO)**
- Agile Product Owner Role: Foundations
- Agile Product Owner Role: Techniques
- Product Management Foundations
- Pitching Projects and Products to Executives

PATENTS

System and Method for Organizing Icons for Applications on a Mobile Device

Demonstrates expertise in mobile application architecture and user experience design.

System and Method of Skinning Themes

Showcases innovation in user interface customization and product-centric design.

WAY OF WORKING

Demonstrated ability to drive decisions and team alignment using principles like 'disagree and commit' to maintain project velocity.
(not mandatory)

AREAS OF INTERESTS

Special interest in hardware-adjacent industries such as EVs, smart mobility, and technical product ecosystems. I love traveling to make it happen and willing to travel for on-site client engagement and events.

PROFESSIONAL EXPERIENCE CONTINUED

- Authored blog articles, demos, and training materials, improving client onboarding efficiency.
- Represented TomTom at over 10 global events, presenting API solutions to drive customer interest and grow the developer community.
- Collaborated with product teams to incorporate developer feedback, enhancing API functionality by 20%.

ADDITIONAL EXPERIENCE

TomTom

Product Owner & Senior Software Engineer

April 2017 – April 2019

- Managed a 7-person team to deliver client library features, ensuring 95% of contracted features were on time.
- Improved feature adoption by 20% through effective backlog management.
- Supported development for mobile and backend applications, implementing UX design for key features.

Expert Software Engineer & Senior Software Engineer

May 2010 – June 2015

- Developed and supported iOS/Android APIs, enabling integration for location-based solutions.
- Led the development of an offline-maps solution and the Places app, achieving a 90% client adoption rate.
- Advised and supported third-party developers, enabling them to create mobile applications.

PREVIOUS ROLES

Loodico.com

Founder and Game Developer

August 2007 – 2010

- Founded and developed mobile games, gaining valuable experience in product conception and execution.

Research in Motion (Canada)

Software Developer

2000 – 2007

- Developed and optimized Java and C applications, which enhanced client usability across multiple mobile applications.
- Secured two patents for innovative user interaction methods, demonstrating a strong technical and problem-solving foundation.