Tony Arteaga

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Player-coach leader with 20+ years building and scaling business and customer-facing teams from 0→1. Former CRO who led enterprise platform (sw + services) growth to $100M+ ARR by hiring and developing a talented team, setting operational and technical standards, and embedding directly in strategic customer engagements to review solutions, architectures, and translate field insights into product direction. Achieved highest manager score company-wide for mentorship and team development. Stanford AI/ML certified (ML, NLP, Computer Vision); hands-on with Python, PyTorch, RAG systems, and agentic AI workflows. Energized by ambiguity, defining what "great" looks like, and creating the playbooks that turn one-off wins into repeatable patterns.

Experience

AI/ML Deep Dive — Stanford Graduate Coursework & Applied AI Engineering
Jan 2023 – Present
Independent · Orange County, CA

- Completed Stanford AI Professional Program — 4 graduate-level certificates in ML, NLP, and Computer Vision
- Built production-ready prototypes: RAG systems, ML pipelines, multi-agent workflows using Python, PyTorch, and LLM APIs
- Hands-on with Claude Code CLI for agentic AI development; built AI-augmented tooling and automation
- Deep study of transformer architectures, attention mechanisms, embeddings, and diffusion models
- Translates business problems to AI + data + workflow architectures that deliver results

Chief Revenue Officer / SVP — Sales, Pre-Sales, Marketing, P&L
Jan 2019 – Dec 2022
OceanX, LLC (Enterprise SaaS — Subscription Commerce) · El Segundo, CA

- Built Sales, Pre-Sales, Services, and Customer Success organizations from 0→1; hired, developed, and retained high-performing teams across technical and commercial functions
- Managed account teams and engagement managers during pre-sales to qualify engagements, scope work, and inform statements of work for enterprise customers
- Led technical discovery sessions and solution scoping; translated complex platform capabilities and organizational dynamics into clear customer narratives
- Delivered 30%+ YoY ARR growth for three consecutive years; scaled company to $100M+ ARR
- Negotiated $1M+ C-level contracts; served as executive sponsor for highest-priority strategic accounts

- Defined team OKRs tied to customer success outcomes and product adoption; partnered with Product and Engineering to translate field insights into product improvements
- Created operational cadences — engagement reviews, standups, retros — that aligned customer delivery with business goals
- Traveled to enterprise customer sites for engagement kickoffs and strategic accounts; presented to Board and PE investors

VP Digital & eCommerce — Platform Architecture, Strategy & Customer Delivery
Feb 2016 – Jan 2019
OceanX, LLC · El Segundo, CA

- Built and led technical e-commerce team from scratch; owned platform architecture, delivery, and customer onboarding
- Architected and shipped cloud-native (AWS) subscription commerce SaaS platform — PCI Level-1 compliant
- Led technical integrations and API implementations for enterprise retail clients; debugged production issues alongside engineers
- Built starter templates and integration playbooks that accelerated customer time-to-value; reduced cart abandonment by 25%

VP — Sales & Marketing Tech, Operations & Supply Chain Systems
Jun 2011 – Jan 2016
Guthy|Renker ($1B+ Enterprise) · Los Angeles, CA

- Hired, managed, and developed 50+ FTEs plus offshore teams; functioned as Principal Architect across sales, marketing tech, and supply-chain platforms
- Achieved highest manager score company-wide in employee survey — recognized for technical mentorship and creating an environment where engineers did their best work
- Reviewed technical architectures to ensure high-quality, production-ready solutions across software development, platform integration, and project delivery
- Drove AWS cloud migration for marketing, BI, and ERP systems; built internal knowledge base and repeatable deployment patterns

Managing Director — Digital, E-commerce, Marketing Tech, Software & Architecture
Sep 2001 – Jun 2011
Tribune Media (LA Times, Chicago Tribune, +6 BUs) · Los Angeles & Chicago

- Managed distributed Engineering and Architecture teams (LA & Chicago) staffed across 8 business units; set technical standards and resource allocation priorities
- Directed $20M+ portfolio of enterprise projects including e-commerce platforms and Salesforce rollout to 600+ sellers
- Led post-acquisition LA Times technical integration; navigated complex organizational dynamics across business units

Education

MBA
University of Southern California (USC)

BS Industrial & Systems Engineering
University of Southern California (USC)

Certifications — Stanford School of Engineering

Artificial Intelligence Professional Certificate
Dec 2025
View credential →

XCS231N — Deep Learning for Computer Vision
Dec 2025
View credential →

XCS229 — Machine Learning
Jul 2025
View credential →

XCS224N — Natural Language Processing with Deep Learning
Dec 2024
View credential →

Skills & Tools

Team Building (0→1)   Technical Mentorship   Enterprise Customer Engagement

Solutions Architecture   Technical Discovery & Scoping   Cross-Functional Leadership

Playbook & Process Design   C-Level Stakeholder Management   Python   PyTorch

LLMs / Transformers   RAG / Multi-Agent Systems   NLP   Computer Vision

Claude Code CLI   AWS   Enterprise SaaS Platforms   API Integrations