Tony Arteaga   Home   AI Journey   About   Contact   **Resume**

Tony Arteaga

Orange County, CA · LinkedIn

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Cross-functional leader with 20+ years building and scaling Sales, Marketing, Digital, and Product teams. Former CRO who grew revenue to $100M+ ARR. Deep experience across B2C, B2B, and marketplaces—from early-stage to $5B enterprises. Recently completed Stanford AI/ML graduate coursework; hands-on with Python, PyTorch, and GenAI workflows. Open to GTM, Solutions, Transformation, or AI-enabled leadership roles.

Experience

AI/ML Intensive & Career Transition

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
- Deep study of transformers, attention mechanisms, diffusion models, and vision architectures
- Hands-on Python/PyTorch implementation; created 200+ page technical study guides

Chief Revenue Officer / SVP — Sales, Marketing, Digital, P&L

Jan 2019 – Dec 2022

OceanX, LLC · El Segundo, CA

- Built Sales & Marketing from 0→1→N; owned GTM, pricing, operating cadence, board reporting
- Delivered 30%+ YoY ARR growth for three consecutive years; scaled to $100M+ ARR
- Expanded pipeline >25% YoY through data-driven digital marketing and SDRs
- Led pricing; negotiated $1M+ C-level contracts
- Drove product/tech roadmap prioritization aligned to revenue goals
- Orchestrated GTM with Ops, Tech, Customer Success, and Finance
- Presented to Board and PE investors; represented company at industry events

VP Digital & eCommerce (+Strategy)

Feb 2016 – Jan 2019
OceanX, LLC · El Segundo, CA

- Built and led digital/e-commerce team; owned platform, strategy, and delivery
- Launched cloud-native (AWS) subscription commerce SaaS platform — PCI Level-1 compliant
- Drove Shopify migration reducing cart abandonment by 25%
- Improved conversion and retention through data-driven experimentation and UX

VP — Sales & Marketing Tech, Operations & Supply Chain Systems
Jun 2011 – Jan 2016
Guthy|Renker · Los Angeles, CA

- Led sales, mar-tech, and supply-chain platforms; functioned as principal architect
- Oversaw software development, architecture, and project delivery (50+ FTEs + offshore)
- Drove AWS cloud migration for marketing, BI, and ERP systems
- Achieved highest manager score company-wide in employee survey

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

- Managed distributed SW Engineering & Architecture teams (LA & Chicago) across 8 business units
- Directed $20M+ in projects including e-commerce platforms and Salesforce rollout to 600+ sellers
- Led post-acquisition LA Times integration

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
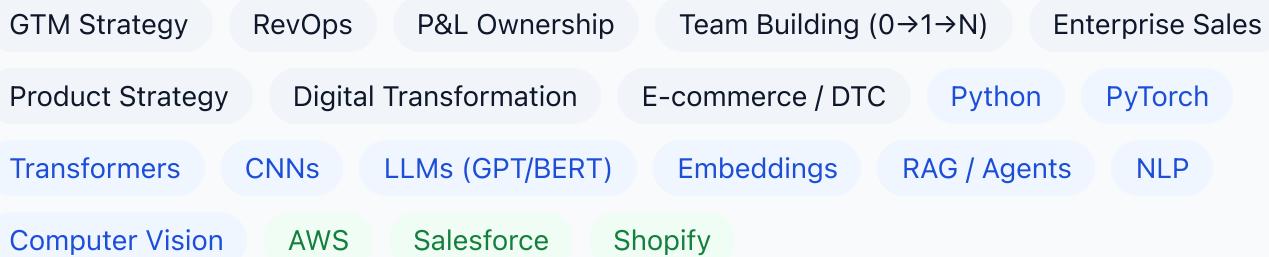Dec 2025
View credential →

XCS229 — Machine Learning
Jul 2025

View credential →

XCS224N — Natural Language Processing with Deep Learning
Dec 2024

View credential →

Skills & Tools

GTM Strategy   RevOps   P&L Ownership   Team Building (0→1→N)   Enterprise Sales

Product Strategy   Digital Transformation   E-commerce / DTC   Python   PyTorch

Transformers   CNNs   LLMs (GPT/BERT)   Embeddings   RAG / Agents   NLP

Computer Vision   AWS   Salesforce   Shopify

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