Tony Arteaga

Orange County, CA · LinkedIn · tony-art.com

Technical GTM leader with 20+ years building and scaling pre-sales, solutions, and revenue teams. Former CRO who grew enterprise SaaS to $100M+ ARR through technical discovery, team selling, and C-level engagement. Deep retail experience; knowledgeable in financial services and healthcare. Stanford AI/ML certified (NLP, ML, Computer Vision); hands-on with Python, PyTorch, LLM architectures, and GenAI deployments. Proven ability to build and scale technical teams in fast-moving environments.

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
- 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

- Hired and trained/developed Sales, Pre-Sales, and Marketing teams from scratch; owned GTM strategy and execution
- Led technical discovery and solution scoping for enterprise accounts; negotiated $1M+ C-level contracts
- Delivered 30%+ YoY ARR growth for three consecutive years; scaled to $100M+ ARR
- Partnered with Product and Engineering to prioritize roadmap based on customer feedback and use cases
- Served as executive sponsor for strategic accounts; advised on platform adoption and integration strategies
- Presented to Board and PE investors; represented company at industry conferences

VP Digital & eCommerce (+Strategy)
Feb 2016 – Jan 2019
OceanX, LLC · El Segundo, CA

- Built and led technical/e-commerce team; owned platform architecture, strategy, and customer delivery
- Architected and launched cloud-native (AWS) subscription commerce SaaS platform — PCI Level-1 compliant
- Led technical integrations and API implementations for enterprise retail clients
- Drove platform migrations and optimizations reducing cart abandonment by 25%

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

- Functioned as Principal Solutions Architect for $1B+ enterprise; led sales, mar-tech, and supply-chain platform strategy
- Built and managed technical teams (50+ FTEs + offshore); delivered enterprise-scale integrations
- Drove AWS cloud migration for marketing, BI, and ERP systems across the organization
- Achieved highest manager score company-wide; recognized for technical mentorship and team development

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

- Led distributed Solutions Architecture and Engineering teams (LA & Chicago) across 8 business units
- Directed $20M+ in enterprise projects including e-commerce platforms and Salesforce rollout to 600+ sales team
- Drove technical enablement and platform adoption across sales organization

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

XCS229 — Machine Learning
Jul 2025

XCS224N — Natural Language Processing with Deep Learning
Dec 2024

Skills & Tools

Solutions Architecture   Pre-Sales Leadership   Enterprise AI Adoption   GTM Strategy

Team Building (0→50+)   Fortune 500 Accounts   C-Level Engagement

Technical Discovery & POCs   Python   PyTorch   Transformers   CNNs

LLMs (GPT/BERT)   Embeddings   RAG / Agents   NLP   Computer Vision

API Integrations   LLM Deployments   AWS   Enterprise SaaS