

## Contact

pantojaaron@gmail.com

[www.linkedin.com/in/aaronpantoja](https://www.linkedin.com/in/aaronpantoja)  
(LinkedIn)

## Top Skills

Leadership

Agile Methodologies

Business Strategy

## Publications

Startup Weekend Spokane

Entrepreneur: DuuL plans to win gamers with tournament software

Tallwave's downtown Phoenix program launches inaugural startup class

# Aaron Pantoja

COO/CTO at Rulebook Company  
Gilbert, Arizona, United States

## Summary

I am a serial entrepreneur and technology expert with a passion for empowering founders and transforming innovative ideas into impactful businesses. As the COO/CTO of Rulebook Company, I lead the development and implementation of proprietary technology solutions that ensure financial institutions remain compliant and efficient.

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## Experience

Rulebook Company  
COO/CTO

August 2023 - Present (1 year 10 months)  
London, England, United Kingdom

Rulebook uses automation and secure AI technology to consolidate and simplify the compliance knowledge that impacts every trade. We empower compliance, legal, and trading teams with real-time, precise updates on trading regulations, rulebooks, and fee schedules—eliminating the administrative burden of tracking constant changes so you can focus on making the fastest, most compliant decisions for your clients.

Imagine having a team of high-performing analysts constantly monitoring regulator updates, exchange rulebooks, and fee schedule changes across all the markets where you trade. This team provides precise insights into what's changed, how it may affect trading fees, and even potential compliance risks. It can also anticipate trading discrepancies and suggest optimized trade execution strategies to maximize margin. That's what we do at Rulebook.

Morelson Ventures

Principal

January 2023 - Present (2 years 5 months)  
Gilbert, Arizona, United States

At Morelson Ventures, we empower tenacious founders through a blend of technology, mentorship, and innovation. Our mission is to co-create revolutionary businesses that not only disrupt markets but also generate

enduring societal impact. We're not just investors; we're your committed partners in turning visionary ideas into lasting legacies.

## Dark Digital Group

Founder

2018 - December 2022 (4 years)

Phoenix, Arizona, United States

Dark Digital Group is a cutting-edge digital product consultancy dedicated to turning innovative ideas into transformative solutions. Our team of experienced strategists, designers, and technologists collaborates closely with clients to deliver customized digital products that drive business success.

## Coplex

Sr. Program/Venture Manager

2017 - 2019 (2 years)

Phoenix, Arizona Area

Coplex partners with Industry Experts and Corporate Leaders to identify, start, and fund the next wave of high-growth tech ventures. Coplex has amplified ideas and set founders up for success in over 280 high-growth tech companies that have raised \$1.5B in VC with an aggregate market value of over \$4.5B.

## University of Arizona

Adjunct Professor - Full Stack Development

2017 - 2018 (1 year)

Gilbert, AZ

Full Stack Development professor with the University of Arizona. Helping students learn the software engineering skills they need to become proficient full stack developers in addition to helping them prepare for a future career in software development.

## DUUL

Co-Founder, Chief Product Officer

October 2014 - September 2017 (3 years)

Tempe, Arizona, United States

We are the pioneers and primary cause of gamers worldwide adopting and playing online gaming competitions. By utilizing cutting-edge software integrations and exciting technology engagement tactics, we were able to impact the growth of the eSports landscape.

## Cable ONE

Software Engineer

March 2009 - June 2015 (6 years 4 months)

Phoenix, Arizona

- Established as a Subject Matter Expert in VoIP and HSD Architecture within the organization (promotion from Senior Software Specialist to Software Engineer).
- Oversaw and provided direction to various IT vendors, consultants, and contractors such as Level 3, Datalink, TiVo, Accenture and Sigma Systems.
- Led project analysis, requests for proposal (RFP), request for information (RFI), code deployments and maintenance schedules.
- Created capacity planning strategies for voice/video provisioning and developed technical outlines for IT vendors and contractors.
- Managed the primary VoIP platform and the HSD provisioning engine, which provided phone and video for all Cable One residential and commercial customers.
- Evaluated downstream architecture via advanced Oracle report/query design

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## Education

Arizona State University

Bachelor of Science - Ira A. Fulton Schools of Engineering, Technology Entrepreneurship and Management · (2012 - 2015)

Columbia Business School

Executive Education, Digital Business Strategies · (2018)