

AUGUSTO PENA

cotopena@gmail.com | (305)-744-6406 | Ft. Lauderdale, FL | Miami metro (Hybrid/On-site)
US work authorized (no sponsorship required)

PROFESSIONAL SUMMARY

AI and technology consultant profile with 10+ years across software delivery, business operations, and client-facing leadership. Built and shipped multi-tenant SaaS products, translated ambiguous business needs into technical roadmaps, and delivered measurable results in fast-changing environments. Track record includes 99.99% pricing accuracy via algorithmic modeling, 300% referral growth, 20% monthly sales growth, 50% operational efficiency gains, and 100% year-over-year growth. Known for clear communication, analytical decision-making, and collaborative leadership across technical and non-technical stakeholders.

CONSULTING AND TECHNICAL SKILLS

- Consulting: Discovery workshops, business requirements to technical requirements, executive communication, stakeholder alignment, root-cause analysis, change management
- Delivery: Agile sprint planning, backlog prioritization, iterative release management, cross-functional team leadership, waterfall-style planning (Gantt-based dependencies and milestones)
- Solution design: Multi-tenant architecture, RBAC and security controls, workflow automation, API integration, contract/document lifecycle automation
- App development: Next.js, React, TypeScript, Node.js, Python, FastAPI, SQL, Postgres, Supabase, Convex
- Cloud platforms and data services: Vercel, Render, Supabase managed Postgres, webhook-based service integrations
- Data and operations: KPI design, financial modeling, scenario analysis, process redesign, CRM operations (Salesforce, HubSpot, Trello)

PROFESSIONAL EXPERIENCE

Full-Stack Engineer (Independent Project) | QuoteNclose | Miami, FL | 02/2026-Present

- Built and deployed a multi-tenant contractor SaaS platform spanning quoting, pricing, contract generation, and embedded e-sign flows using Next.js, React, TypeScript, Convex, and Clerk.
- Translated owner, operations, and rep requirements into technical specifications, phased delivery plans, and production features.
- Implemented secure route protection, backend RBAC (owner, admin, rep), and membership safeguards to reduce access risk and prevent admin lockout.
- Replaced fixed-size windows/doors pricebook logic with an algorithmic pricing model (<100 parameters) that reached 99.99% accuracy across thousands of SKUs and virtually infinite customization scenarios.
- Improved downstream planning by giving sales, operations, and finance more accurate quote/contract data, helping budget expenses, strengthen cash flow planning, and cut ordering, permitting, and delivery timelines by up to 3 weeks.
- Delivered contract automation (preview/PDF/signature/webhook pipeline) with idempotent audit logging and 26 automated test files.
- Built a documentation-first analytics and financial decision system (assumptions, evidence, KPI diagnostics, 3-year model) to support data-driven strategic decisions.

Technology Consultant (Contract) | SafeGuard Impact | Miami, FL | 01/2025-Present

- Engaged to deliver three core systems: a unified source-of-truth database, a CPQ workflow, and a partner referral application.
- Built a unified data layer to consolidate records across departments using disconnected CRMs/tools and reduce information loss and communication failures.
- Built a CPQ workflow so sales reps capture structured point-of-sale data and route department-specific information to downstream teams.

- Designed and launched a referral partner application that created a circular, self-feeding lead engine, increasing referrals by 300% and driving 20% monthly sales growth.
- Added AI-assisted internal workflows that reduced cross-department communication resistance, increased operational efficiency by 50%, and lowered overhead costs.

Co-Founder and CEO | Reehash.com (formerly RoofConnectUSA) | Miami, FL | 05/2023-12/2024

- Led product strategy and technology delivery for a virtual sales platform combining AI-assisted objection handling with live video sales workflows.
- Increased contractor client sales by 25% and reduced overhead costs by 50% through process redesign and digital workflow adoption.
- Worked directly with leadership teams and frontline reps to align technical product changes with commercial outcomes.

Sales Executive and Sales Manager | Roof1303.com | Miami, FL | 10/2021-05/2023

- Closed the first 83 online roof sales before full team scale-out, validating digital sales motion and customer adoption.
- Migrated pipeline operations from Trello to Salesforce to improve visibility, forecasting discipline, and team coordination.
- Recruited and coached a team of 4 reps that reached a 40% close rate versus an industry benchmark near 20%.

Account Executive | TOPO UAV, LLC | Miami, FL | 01/2019-12/2022

- Drove 100% year-over-year sales growth (2019-2022) through consultative outreach and technical solution selling.
- Maintained 90% client retention with 40% of revenue from repeat clients and referrals.
- Partnered with engineering and construction stakeholders on LiDAR/photogrammetry projects, including post-Champlain Towers South evaluation work, using drone-based field capture workflows aligned with IoT/edge-style data collection.

Digital Project Manager | WeeklySpoon, LLC | Miami, FL | 02/2014-01/2016

- Managed cross-functional delivery across developers, designers, marketers, and account teams.
- Built waterfall-style project plans (Gantt charts, milestones, dependencies) and aligned execution to client goals and deadlines.
- Improved campaign performance using analytics and paid/organic channel optimization.

EDUCATION

- Master of Business Administration (MBA), Millennia Atlantic University, 2019
- Bachelor of Arts in Economics, Florida International University, 2015
- Associate of Arts in Business Administration and Management, Broward College, 2013

LANGUAGES AND HONORS

- Languages: English (Native), Spanish (Native), Italian (Conversational)
- Honors: #1 Sales Rep (2017, Mendiola Group); Team with Most Sales (2018-2021, Mendiola Group)