

# AUGUSTO PENA

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## PROFESSIONAL PROFILE

AI and technology consultant with 10+ years of experience across software delivery, operations, and client-facing leadership. I design practical systems that connect business goals to technical execution in environments where teams, tools, and data are fragmented. My approach combines business discovery, technical architecture, and implementation ownership to deliver measurable outcomes.

## TARGET ROLE

AI and Technology Consultant (Job ID: 4087866005)

## SELECTED CASE WORK

### QuoteNclose - Algorithmic Pricing and Downstream Data Quality

- Problem: windows/doors quoting depended on fixed-size pricebooks with large coverage gaps across high-variation products.
- Approach: designed and implemented an algorithmic pricing model using fewer than 100 parameters to generalize across thousands of SKUs and customization combinations.
- Impact: achieved 99.99% pricing accuracy in production quote workflows; improved quote/contract data quality for sales, operations, and finance; helped reduce ordering, permitting, and delivery timelines by up to 3 weeks.

### SafeGuard Impact - Unified Operations and Growth Systems (Consulting Engagement)

- Problem: core departments were using disconnected CRMs/tools, causing information loss, poor handoffs, and inconsistent decision inputs.
- Approach: delivered three systems as a consultant: (1) unified source-of-truth database, (2) CPQ workflow with structured point-of-sale data capture and department-specific routing, and (3) referral partner application for circular lead generation.
- Impact: increased referrals by 300%; supported 20% monthly sales growth during referral-program rollout; increased operational efficiency by 50% through AI-assisted cross-department workflows.

### Reehash - Technology-Enabled Revenue Operations

- Led product strategy and software delivery for virtual sales workflows that improved consultation quality and channel performance.
- Increased client sales by 25% and reduced overhead by 50% through workflow redesign and implementation support.

### Earlier Commercial Execution Results

- Roof1303: closed first 83 online sales; coached team to 40% close rate versus approximately 20% benchmark.
- Mendiola Group: exceeded quota by 80%; helped scale annual sales volume from 300 to 6,000.

## CORE COMPETENCIES

- Business requirements to technical requirements translation
- Client discovery, stakeholder facilitation, and executive communication
- Agile-style iterative delivery and backlog prioritization
- Waterfall-style planning (milestones, dependencies, cross-team coordination)
- Solution design for multi-team workflows and source-of-truth data systems
- CPQ design and implementation for structured sales-to-operations handoff
- Application development: React, Next.js, TypeScript, Node.js, Python, FastAPI
- Data and platforms: SQL, Postgres, Supabase, Convex, CRM interoperability
- Security and operations: RBAC, tokenized access, webhook integrations, auditability

- Process optimization and cross-functional change management

## PROFESSIONAL EXPERIENCE

### Full-Stack Engineer (Independent Project), QuoteNclose

Miami, FL | 02/2026 - Present

- Built and deployed a multi-tenant SaaS platform for quoting, pricing, contracts, and embedded e-sign workflows.
- Designed and implemented an algorithmic pricing model that replaced pricebook dependency for windows/doors workflows.
- Built secure route and backend role controls, contract lifecycle automation, and audit-focused telemetry.
- Translated stakeholder requirements from owner, rep, and operations workflows into phased technical delivery.

### Technology Consultant (Contract), SafeGuard Impact

Miami, FL | 01/2025 - Present

- Delivered a unified source-of-truth database that consolidated information from departments using different CRMs and tools.
- Built a CPQ workflow to capture structured point-of-sale data and route department-specific data to the right internal teams.
- Designed and launched a referral partner application to create a circular, self-feeding lead channel.
- Implemented AI-assisted internal workflows to reduce communication friction and improve department handoffs.

### Co-Founder and CEO, Reehash.com (formerly RoofConnectUSA)

Miami, FL | 05/2023 - 12/2024

- Led product strategy and software delivery for a virtual sales platform in roofing, later expanding to impact windows and painting.
- Integrated AI-assisted sales support workflows for rebuttal handling and live consultation quality.
- Ran discovery and implementation alignment with contractor leadership teams to support adoption.

### Sales Executive and Sales Manager, Roof1303.com

Miami, FL | 10/2021 - 05/2023

- Closed the first 83 online sales before full sales-team scale-out.
- Transitioned pipeline operations from Trello to Salesforce to improve visibility and coordination.
- Recruited and coached a team of 4 reps that achieved a 40% close rate versus an approximately 20% benchmark.

### VP of Sales, Mendiola Group, Inc.

Miami, FL | 09/2017 - 09/2021

- Exceeded quota by 80% and earned promotion to VP of Sales.
- Scaled annual sales volume from 300 to 6,000 through funnel design, coaching, and execution cadence.
- Expanded team from 10 to 50 reps and coached 12 team leaders.

### Sales Executive, StubHub

Madrid, Spain | 02/2017 - 09/2017

- Led Europe and Latin America VIP sales activity.
- Increased repeat customer performance through proactive relationship management.

### Digital Project Manager, WeeklySpoon, LLC

Miami, FL | 02/2014 - 01/2016

- Coordinated delivery across developers, designers, marketers, and account teams.
- Built structured project plans and milestones to align execution with client outcomes.

### Summer Analyst, Balboa Bank and Trust

Panama City, Panama | 07/2012 - 08/2012

- Supported CFO-led work in expense reporting, forecasts, budgets, and operational planning.

## 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

## TOOLS AND PLATFORMS

- React, Next.js, TypeScript, Node.js, Python, FastAPI
- SQL, Postgres, Supabase, Convex

- Salesforce, HubSpot, Trello
- Vercel, Render
- Microsoft Excel, PowerPoint, Word

## **HONORS AND LANGUAGES**

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