

Juan (John) Tubert

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Latino, technologist, thought leader, speaker and sometimes writer. Passionate about GenAI, Bots, Machine Learning, diversity and other topics.

Experience

Tombras - Chief Technology Officer, New York

April 2022 - present

In his role at Tombras, I am helping the agency build on its strong tech practice, continuing to establish Tombras as an agency leader with a world class technology team and presence. I am working across all clients, creating large scale tech projects while also working on creatively innovative tech work. With a deep knowledge of artificial intelligence, diversity, the metaverse, and machine learning, I am also helping Tombras create culture cutting, innovative digital creative work.

Relevant projects at Tombras:

<https://tombras.com/news/tombras-makes-the-worlds-smartest-billboard-for-pods>

<https://tombras.com/news/steak-umm-deepsteaks-named-one-of-2023s-best-ads-by-ad-age-and-adweek>

<https://tombras.com/news/tombras-launches-global-moonpie-campaign-exclusively-for-aliens>

<https://tombras.com/news/tombras-launches-meataversity-of-steak-umm-to-help-fight-misinformation-in>

The FWA - Judge, remote

Jun 2025 - Present

Judging daily for the FWA award site.

<https://thefwa.com/about/jury/>

The Webby Awards - Judge, remote

Jan 2023 - Present

Judging for some of the best digital work in the Ad Industry.

<https://www.iadas.net/membership/bio/juan-tubert/13446>

AICP (Association of Independent Commercial Producers) - Judge, remote

Feb 2023 - Present

Judge for the Innovation category for AICP - <https://aicpawards.awardcore.com/>

DeveloperWeek Dev Innovation Advisor, New York

Feb 2021 - present

Innovation Advisor for DeveloperWeek where I vote on the DEVIES Awards, presented at DeveloperWeek, participate in Advisory Board call and judge hackathons.

R/GA - SVP, Technology, New York

May 2020 - April 2022

Head of Technology for R/GA NY (HQ) and part of the Exec team. Delivery of technical work creating successful client engagements and business outcomes. Developing practices and guidelines for technical and non-technical staff to deliver tech work across the office.

R/GA - VP, Technology, San Francisco

June 2019 - April 2020

Reporting directly to the CTO, I am responsible for all the technical deliverables of the office, structuring, hiring and training the tech team and ensuring cross-functional collaboration and I led the creation, implementation and management of a new model of collaboration to serve tech companies such as Google and Airbnb from within (cross-function embedded teams).

When I started we had 4 devs and one QA engineer, now it's the largest tech team of the R/GA network with over 25 devs, tech leads, and QA engineers. During this time we successfully launched several award winning projects for clients like Google, Ubisoft and Reply.ai.

Google projects:

During these last 4 years working with Google, I was responsible for all technical deliverables of several projects, some of the more notable ones are:

- Doodle For Google - <https://doodles.google.com/d4g/>
 - My team worked on both the front end and backend to manage all the campaigns
- Google Ads - <http://ads.google.com>
 - Full site redesign and build and it was also localized for 107 markets
- Google About - <https://about.google/>
 - Fully maintain and build this site, currently have 6 devs and 2 QA engineers fully dedicated to it

Notable projects:

- **www.cylance.com** website using AEM, WebGL and React. <https://www.cylance.com/>
- **Ubisoft Alexa Skill:** <https://www.amazon.com/adlp/assassinscreed>
- **BotBot**, A Facebook messenger chat bot to build chatbots for small businesses <http://botbot.reply.ai/>

R/GA - Executive Technology Director, San Francisco

July 2015 - June 2019

In 2015, I joined R/GA San Francisco to lead the tech practice and senior client relationships, including the close partnership with startups via R/GA Ventures' Accelerator program, an accelerator program with 10 start-ups, which won several awards including Cannes Lions and D&AD for Product Innovation and also our Google client.

R/GA - Executive Technology Director, New York

March 2013 - June 2015

As an **Executive** TD, I was responsible for all technical deliverables of one of the 5 groups in the NY office. The group had 72 people and I had 4 direct reports (2 tech directors and 2 tech leads) and I worked with developers, producers, strategies and designers that worked in NY and in other R/GA offices around the globe. We had the following clients: Volvo, E*Trade, Fossil, Goldman Sachs, AARP and PwC.

Notable projects:

- **Volvo Reality (iOS and Android app)**, featuring the Volvo XC90 Experience, is the world's first virtual reality test drive on a smartphone, available both for iOS and Android.
<https://www.youtube.com/watch?v=ODTZ709v90k>

R/GA - Group Technical Director, New York

September 2012 - February 2013

As a Group technical director, I was responsible for all technical deliverables of one of the 5 groups in the NY office.

R/GA - Technical Director, New York

October 2011 - August 2012

As a technical director, I was responsible for projects for several clients and had a few direct reports. I was also the liaison between our Buenos Aires and NY offices.

R/GA - Technology Team Lead/Solutions Architect, Buenos Aires

October 2010 - October 2011

I spent a year in Argentina in 2010-2011 helping to open the R/GA Buenos Aires office (I was one of the founders), establishing R/GA presence for the first time in a Spanish-speaking market; creating a new service model to support R/GA offices globally as well as LATAM clients. I took a central role in hiring and training the technology staff and overseeing the daily operations of the office. I continued to work with the Argentina office when I moved back to New York and it is now a successful part of R/GA.

R/GA - Technology Team Lead/Solutions Architect, New York 2010

September 2009 - September 2010

As a technology team lead, I worked on several projects leading a team of developers and sometimes getting involved on the architecture and development as needed. One of the main projects was HBO.com, which was built on flash, html, javascript and other technologies. Creating a new revenue stream and service model for HBO, to set

it up for success against then budding services like Hulu and Netflix. This has since evolved into HBO Now.

R/GA - Senior Developer & Solutions Architect, New York

July 2007 -August 2009

As a senior developer & Solutions Architect, I had the opportunity to develop several projects as well as work with the tech leads on the architecture of the projects I was involved in. One of the big projects during this time was LorealParisUSA.com -- along with the tech lead, we developed a robust framework that allowed developers and others to create the content of the site.

R/GA - Senior Developer, New York

May 2005 -June 2007

As a Senior Developer, I worked on multiple projects with other developers and designers. One of the main projects during this time was the NikePlus platform which won several awards.

Fresh Baked Apps, LLC – Co-owner and developer

June 2012 – 2014

I teamed up with a designer and we worked on a few mobile apps.:

2by2, allows friends and total stranger to make unexpected double exposure photographs

<https://itunes.apple.com/us/app/2by2/id836711608?mt=8> (no longer available in the store)

Sketchio is an app to easily and quickly make drawings and share them with friends on Facebook, Twitter, Instagram or via email.

<https://itunes.apple.com/us/app/sketchio-app/id693370822?mt=8> (no longer available in the store)

https://www.youtube.com/watch?v=Y7pO9K_7NI8

JPMorgan-Chase – Senior developer / Instructor

January 2001 – May 2005

Trained the graphics department in flash, HTML, javascript and Macromedia Director. I also developed cd-roms and websites using these technologies.

Hewson Group - New Media Developer

January 1999 – December 2000

Developed web advertising materials from the initial concept to the final production using Flash (intense Actionsript), Photoshop, Illustrator & various 3D software.

Education

NYU, Java Programming Intensive

Summer 2005

School of Visual Arts, BFA

1993 - 1997

Teaching experience

Pratt Manhattan Instructor

2005 - 2006

Macromedia's Dreamweaver MX 2004 and Fireworks MX 2004

CUNY Institute for Software Design and Development *Instructor* 2004 - 2005

Class name: Advanced Flash Programming

<http://www.cisdd.org/index.html>

Honors and awards

Throughout my career, I have been involved in multiple award-winning projects, including the PayWithaTweet program which won the Cannes Grand Prix in 2011, Nike+ which won a Grand Andy in 2007, Silver Issac Award for LifeReimagined (AARP) in 2014 and a few others.

2023 Campaign Live 40 over 40 honoree

The 40 Over 40 recognizes professionals who have dedicated their careers to the advertising marketing and communications fields and are paving the way for the next generation of leaders.

<https://www.campaignlive.com/article/meet-2023-campaign-us-40-40-honorees/1829690>

Podcast: Exploring Technology for a Human-First Approach

R/GA CTO Nick Coronges and SVP, NY Head of Technology John Tubert talk about the new AI called GPT-3.

<https://www.rga.com/futurevision/pov/creative-companies-push-tech-boundaries-podcast>

Panelist at “The Female Quotient”

June 2020 - FQ virtual conversation

Spoke at a panel for “Rebooting to Advance Representation in Tech”

“The tech industry is still predominately a man's world — a white man's world at that. Tune into the #EqualityLounge with Heba Mahmoud, Sherika (Shaw) Ekpo, MBA, Brandon Andrews and John Tubert as we explore what companies can do to make the tech industry more inclusive of women of color: <https://bit.ly/3eXjxMv>”

Panelist at “Google Marketing Live”

May 2019 - Google Marketing Live

Spoke at a panel about “Representation Matters-Recruiting and Retaining Diverse Talent”

<https://www.youtube.com/watch?v=m6ln7Zsf8t0&t=218s>

Promax award wins

Apr 2019 - Promax

http://www.promax.org/docs/default-source/pdfs/promaxgames-2019-winners.pdf?utm_campaign=PromaxGAMES&utm_source=hs_email&utm_medium=email&utm_content=71873129&hsenc=p2ANqtz-8hdOeBX2TjX52IC8t8B0k0ptxXGbeoYNzpeKySholFRAd14CX8Ore2MS4QCbCLAIsoTWgtGxMCNvX4rTy_w_S7mvn1-LfBBR-WNya13b975mEEEdK4&_hsmi=71873129

Webby award nominee for Alexios Ubisoft Skill

Apr 2019 - Webby

<https://www.webbyawards.com/winners/ubisoft-alexios-the-spartan-assistant/>

Panelist at “Male Champions for Change: How to Promote Gender Equality in the Workplace”

Mar 2019 - The Female Quotient

<https://www.thefemalequotient.com/event/the-fq-lounge-sxsw/>

<https://www.facebook.com/FemaleQuotient/videos/2148728671876674/>

Speaker at SXSW 2019

Feb 2019 - South by SouthWest

<https://schedule.sxsw.com/2019/events/2008495>

Made by Google - webby award finalist - Role: Tech leadership

Nov 2017 - Webby Awards

<https://www.webbyawards.com/winners/2017/websites/website-features-and-design/best-user-experience/made-by-google/>

Speaker at Business of Bots conference 2017

Oct 2017 - Business of Bots Conference

Gave a talk about BotBot to a group of professionals at the Business of Bots Conference in San Francisco

<https://businessofbots.com/san-francisco-2017/speakers>

BotBot - Clio bronze and gold winner - Role: Tech leadership and development

Sep 2017 - Clio

<http://clios.com/awards/winner/27571>

<http://clios.com/awards/winner/22750>

Cannes - Silver Lion for BotBot - Role: Tech leadership and development

June 2017 - Cannes Lions

<http://player.canneslions.com/index.html#/works?awards=Silver&category=mobile&entry=827984&festival=CL>

Clio Gold - Love Has no Labels - Role: Tech leadership

Oct 2015 Clio

<http://www.clioawards.com/winners/2015/all/entry.cfm?entryid=201523960&ispartofcampaign=0&index=58>

<http://lovehasnolabels.com/>

The XC90 Experience in Volvo Reality (Virtual Reality using Google Cardboard) - Role: Tech leadership

Sep 2015

- One Show Mobile Merit Award
- Cannes Design Lion, Digital Design (short list)
- Andy Award (short list)

R/GA Leadership award

R/GA, February 2009

The Cubes are R/GA's "annual company wide awards for individual excellence."

Best Computer: Software Interactive Application - Role: developer

January 2008, IAC

As part of an integrated campaign to introduce its new enterprise-class security line of products, the agency created a Flash-based viral game that drives home the value proposition represented by SonicWALL's e-class solutions.

Certifications

AWS Alexa Skill Builder certification

Issuing organization: Amazon Web Services (AWS)

Credential id: DTD6T5L2DBB412S0

Credential url: <https://aw.certmetrics.com/amazon/public/verification.aspx>

CQ5 developer training

Issuing organization: Adobe

Issuing date: November 2013

Technical Skills

- Web Development: HTML5, CSS3, JavaScript

- Javascript frameworks including Angular and React
- Object Oriented Design (in C#)
- Agile Methodologies
- Gang of Four (GOF) Design Patterns
- Objective C and Swift iOS Development
- Node.js
- Facebook Messenger and Slack chatbot development
- Alexa skills development using Node, Lambda, S3, AWS SDK and Chai for testing
- Google home actions development using DialogFlow and Cloud Functions
- RESTful services
- Batch script
- Agile development (scrum,, tdd)
- Databases: SQL and No-SQL
- Batch script
- Agile development (scrum,, tdd)
- Databases: SQL and No-SQL

Volunteer Experience

Blood donor – March 2019

Donated blood to the red cross blood services.

iMentor - Menton Oct 2014 – Oct 2015

Mentored a high school student from the Academy for Software Engineer.

Glide memorial church - Meal Server - Oct 2017 – Oct 2018

Glide's mission is to create a radically inclusive, just and loving community mobilized to alleviate suffering and break the cycles of poverty and marginalization.

Publications

Emotional AI - May 10, 2021

Communication Arts - <https://www.commart.com/columns/the-emotional-ai>

"To ensure R/GA continues to wield AI for the benefit of its clients, John Tubert, senior vice president of Technology at R/GA, held a workshop recently for R/GA creatives. His goal was to "up-level everyone on the creative team" so they can effectively pitch R/GA's secret sauce combining AI and creativity to prospective clients.

First, Tubert's team provided an overview of AI. "We looked at examples of what had already been done in the world, and also what we've done at R/GA," he says. Then attendees began brainstorming around briefs for clients in banking, finance and technology. "We asked, 'What are the problems we are trying to solve, and how can we use AI to solve them?'" During the third part of the workshop, the group selected "the best idea we can solve for, generated the data required to train an AI, then actually built a functioning prototype AI in real time to show [that AI] can work in real time."

The future of chatbots - Jan 27, 2021

CIO Application Magazine - <https://www.cioapplications.com/cxinsights/the-future-of-chatbots-nid-7123.html>

"Beyond language understanding, chatbots now can also translate text, answer questions, summarize texts, write essays, write code, and even draw images based on a description"

Quoted in AdAge about CES 2021 - Can technology save CES? - Jan 6, 2021

<https://adage.com/article/special-report-ces/can-technology-save-ces/2303641>

"It will be interesting to see how they run it virtually; it's not going to be the same, not being able to see the products in real life," says John Tubert, senior VP of technology at R/GA. "I imagine there will be kinds of big reveals and big

presentations. What I'm kind of wondering more is the exhibit part of it. I hope that they do a more personalized way to be able to experience some of those things, or being able to ask questions more directly to different companies."

HackTown interview - **July 8, 2020**

<https://hacktown.com.br/blog/blog/os-dados-que-a-maioria-das-pessoas-usa-para-treinar-seus-modelos-de-inteligencia-artificial-ja-vem-com-um-vies-embutido/>

English version:

<https://medium.com/@jtubert/the-data-that-most-people-use-to-train-their-artificial-intelligence-models-com-es-with-a-built-in-4190cae82f55>

How to hire more women in tech in silicon valley - Mar 10, 2019

FutureVision <https://www.rga.com/futurevision/pov/rga-how-to-hire-more-women-in-tech-silicon-valley>

A Call for Ethical AI and Innovation (quote) - Feb 26, 2019

FutureVision <https://www.rga.com/futurevision/pov/mobile-world-congress-a-call-for-ethical-ai-and-innovation>

"Beyond Bots" (interviewed and quoted) July 2018

Futurevision <https://www.rga.com/futurevision/magazine/beyond-bots/futurevision-tech-gets-smarter>

"Tech Companies Need to Improve Their Voice Assistants to Make Them Inclusive for All Users" November 14, 2017

Adweek

<https://www.adweek.com/digital/tech-companies-need-to-improve-their-voice-assistants-to-make-them-inclusive-for-all-users/>

"Will chatbots be successful and part of our future?" October 18, 2016

R/GA Ventures <https://medium.com/rga-ventures/will-chatbots-be-successful-and-part-of-our-future-b4d8430c522c>

"5 Tips for Getting the Most out of Your BaaS" 06 / 2014

R/GA Tech Blog · <http://techblog.rga.com/5-tips-for-getting-the-most-out-of-your-baas/>

"8 Things to Consider when Selecting a BaaS Provider" 07 / 2013

R/GA Tech Blog · <http://techblog.rga.com/8-things-to-consider-when-investigating-baas-providers/>

"Parse @ R/GA" 03 / 2013

R/GA Tech Blog · <http://techblog.rga.com/parse-rga>

"Browserless JavaScript Testing" 07 / 2012

R/GA Tech Blog · <http://techblog.rga.com/browserless-javascript-testing>

"Automation with open standards" 08 / 2011

R/GA Tech Blog · <http://techblog.rga.com/automation-with-open-standards>

Languages

Native Spanish speaker and fluent in English, also basic knowledge of Hebrew

References and recommendations

References upon request and recommendations available in my LinkedIn profile.