

## Contact

[www.linkedin.com/in/martinaguinis](https://www.linkedin.com/in/martinaguinis)  
(LinkedIn)  
[www.martinaguinis.com](http://www.martinaguinis.com) (Personal)

## Top Skills

Leadership  
Public Speaking  
Teamwork

## Languages

English (Native or Bilingual)  
Spanish (Native or Bilingual)

## Certifications

Flutter Create  
Flutter Clock  
Forbes 30 Under 30

## Honors-Awards

Herman B Wells Scholarship  
Shoemaker Scholar  
BYU Spanish Case Competition - 1st place  
2015 Clapp IDEA Business Competition - 1st place  
Kelley Undergraduate Consulting Workshop

# Martin Aguinis

Founder | Stanford MBA | Forbes 30 Under 30 | ex-Google, YouTube  
New York, New York, United States

## Summary

Martin is the Co-Founder of Clipjoy and advisor to several companies including FlutterFlow and SendtoWin. As an entrepreneur at heart, he's founded companies in the video, ride-sharing, and event spaces: selling his video-conferencing startup AccessBell to the Tata Group. He also established and led Global Marketing for Flutter at Google from 0 -> 2M users and was on the Google AI and YouTube teams prior.

Martin has an MBA from Stanford, is on the Forbes 30 Under 30 list, and was named PMA's International Rising Star in Marketing. He is originally from Buenos Aires, Argentina and loves traveling, martial arts, running, and coffee.

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## Experience

### Clipjoy

#### CEO & Co-Founder

June 2021 - Present (2 years 1 month)

New York, United States

Building [www.clipjoy.com](http://www.clipjoy.com), the platform for creating personalized, memorable moments with every gift. National partnership with American Greetings (\$1.9B in Revenue). Backed by 25Madison (NYC Venture Studio), the chairman of Snapchat, the co-owner of the Atlanta Hawks, and StartX.

### 25madison

#### Entrepreneur In Residence

June 2021 - Present (2 years 1 month)

New York, United States

25Madison is a start-up studio investing in and incubating early-stage businesses. 25Madison focuses on products, services and technology targeted at consumers and small and medium enterprises, and business models at the intersection between technology and media. Learn more at [www.25madison.com](http://www.25madison.com).

## SendtoWin

Advisor

November 2022 - Present (8 months)

## FlutterFlow

Advisor

September 2021 - Present (1 year 10 months)

## Forbes

Forbes 30 Under 30

December 2019 - Present (3 years 7 months)

Forbes 30 Under 30: Marketing & Advertising.

## AccessBell

CEO & Co-Founder (acq. by Tata Group)

March 2020 - May 2021 (1 year 3 months)

San Francisco Bay Area

B2B integrated video software. Sold to the Tata Group.

Backed by PearVC, University of Chicago, Contour Ventures, MBA Fund, Decent Capital, among others. Featured in TechCrunch, Business Insider, CrunchBase, BusinessBecause, Money Magazine & Stanford Daily.

## Google

Global Marketing Lead, Flutter

September 2017 - June 2020 (2 years 10 months)

Mountain View, California

Established and Led Marketing for Flutter, Google's open source application development framework, from 0 to 2M devs including strategy and execution of all initiatives; Flutter is now the #1 fastest-growing platform among software engineers and #2 most-liked developer tool worldwide. Used by brands like Alibaba, eBay, Groupon, BMW, Capital One for billions of end users.

## Product Marketing Alliance

Keynote Speaker and Ambassador

June 2019 - May 2020 (1 year)

San Francisco Bay Area

Product Marketing Alliance is a collective of passionate product marketing innovators committed to driving demand, adoption and the overall success of their products.

Its mission is to elevate the product marketing role, identify best practices for successful outcomes, clarify the operations for the product marketing function, and develop criteria for product marketing roles within successful organizations.

- Opening Keynote Speaker at the San Francisco, Austin, Denver Summits
- 2019 Rising Star Award Recipient, given to one person annually
- Inaugural episode guest for the Marketing Insider Podcast
- 1 of 50 in Top 50 Product Marketing Influencers list: <https://pmmalliance.co/PMAtop50>
- Selected to serve as the Ambassador of San Francisco.

## Google AI

### Product Marketing Manager

September 2018 - August 2019 (1 year)

- Co-lead World Artificial Intelligence Conference marketing initiatives in China for Google.
- Spanish-translated TensorFlow educational content to broaden its reach.
- Speaker at AI conferences and events

## Chicago Ventures

### Venture Capital Fellow

October 2014 - May 2017 (2 years 8 months)

Greater Chicago Area

- One of 9 people representing Chicago Ventures in the Midwest region.
- Meet and discuss investments with firms including Groupon, Trunk Club and Uber.
- Ongoing conference calls with fellows and venture capitalists around the US.

## EventList LLC

### Co-Founder

December 2015 - April 2017 (1 year 5 months)

Co-Founded "EventList" mobile app that allows users to share videos to places around them. Tell thousands of people what's happening where you are. See what other people are doing around you and how popular nearby places are in the moment. Climb the leaderboards in your city. Share the best stories, get recognition and optionally reveal your username. Discover nearby events and drink specials for select cities. Learn more about events, buy tickets and call an Uber from within the app.

## YouTube

### Product Marketing (APMM)

June 2016 - August 2016 (3 months)

Mountain View, CA

Worked on the YouTube VR Marketing Team

- Worked cross-functionally among teams to help lead the development of YouTube's virtual reality go-to-market strategy, establishing the value proposition, shaping a content acquisition plan, and identifying user segments.
- Led focus groups and research studies to gather foundational consumer insights for the YouTube virtual reality launch strategy.
- Developed and presented recommendations for improving the YouTube 360 channel with over 1.5M subscribers.

## Bluumi SA

### Digital Marketing

February 2016 - May 2016 (4 months)

Sevilla Area, Spain

Bluumi Mobile Apps is a European company with the largest number of native mobile applications published in major distribution platforms. They have developed an app generator that allows any company or individual to create a mobile application.

## GreekRide (Bloom, LLC)

### Co-Founder

October 2013 - May 2016 (2 years 8 months)

Co-Founded and managed GreekRide™, an app that aims to enhance the safety and efficiency of fraternity and sorority transportation on any campus. The app allows a defined user group (e.g. members of a sorority) to request car rides which are automatically assigned to a defined group of drivers (e.g. members of a fraternity) using location services. Founded the company with two other Indiana University students, and attracted third party investors and advisors.

- Administer investments from Silicon Valley venture capitalists.
- Acquire and utilize office space at the Hoosier Hatchery via Indiana University JCEI sponsorship.
- Manage public relations-related matters and write press releases, website and app content.

- Employed and supervise 9 business interns in product outreach, sales, public relations, and app beta testing.
- Placed 1st out of 85 companies in the CLAPP IDEA Competition sponsored by Clapp Investment Ltd. and the Johnson Center of Entrepreneurship.
- Oversee legalities including trademark process, privacy policies, and terms and conditions.

Website: [www.GreekRide.com](http://www.GreekRide.com)

#### In the News:

1. IDS '14 - [goo.gl/B6Y7gV](http://goo.gl/B6Y7gV)
2. Odyssey - [goo.gl/zLhTW1](http://goo.gl/zLhTW1)
3. Times Sentinel - [goo.gl/ViclHW](http://goo.gl/ViclHW)
4. IDS '15 - [ow.ly/Lg7zU](http://ow.ly/Lg7zU)

#### Google

6 months

##### Student Ambassador

July 2015 - December 2015 (6 months)

- Host product demos and events to a market of over 40,000 students
- Partnered with Google reps to strategize and implement three events attended by 250+ students
- Launched “Student Spotlight” Hangout On Air program aimed to promote Google in music, athletics, business, and other fields

#### BOLD Immersion Program

August 2015 - August 2015 (1 month)

- Selected as 1 of 70 out of 1,400 students nationwide to attend a three-day case competition at Google’s corporate headquarters.

#### SendGold

##### Technology Analyst

May 2015 - July 2015 (3 months)

Sydney, Australia

SendGold is a fully-compliant, Money-as-a-Service platform that enables anyone to instantly pay anyone, anywhere, anytime, using assets like gold, bank currencies, or new forms of branded internet money.

#### Sigma Phi Epsilon

## Technology Chairman

October 2013 - May 2015 (1 year 8 months)

## Numonix

### Internal Consultant

May 2014 - August 2014 (4 months)

- Created Numonix's new website using Wordpress and computer programming.
- Devised an Excel configuration to filter and optimize client products.
- Reevaluated Numonix's marketing strategy and enhanced its social media presence.

## Google

### BOLD Discovery Conference

June 2014 - June 2014 (1 month)

- 1 of 89 out of 600 applicants selected to attend Google's inaugural three-day BOLD Discovery conference.
- Introduced to Google culture and potential careers through interactive workshops.

## DECA Inc.

### Vice President, International Competitor

August 2010 - May 2013 (2 years 10 months)

Boca Raton, Florida

- Placed 1st in Florida and 2nd in the world in the Finance Operations Research category.
- Expanded high school's DECA chapter by making promotional videos and speaking about his experiences to increase awareness at open houses and student orientations.
- Elected by 40 students to incorporate DECA into the school's entrepreneurship academy by delivering weekly in-class updates.

## Integrated Dermatology Group

### Marketing Intern

April 2012 - August 2012 (5 months)

- Developed a strategy for a new website to improve client outreach and engagement.
- Conducted market research and produced content and key design features.
- Researched and interviewed website design agencies, and negotiated contract terms.

- Performed website testing and implemented Google traffic analytics.

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## Education

Stanford University Graduate School of Business

Master of Business Administration - MBA · (2020 - 2022)

Indiana University - Kelley School of Business

Bachelor of Science, Business, Marketing and Technology Management

Universidad de Sevilla