

JUAN PABLO ROQUENI

FOUNDER-OPERATOR & GTM LEADER | AI/SAAS COMMERCIAL DILIGENCE, VENTURE BUILDING & PORTFOLIO VALUE CREATION

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PROFESSIONAL SUMMARY

Founder-operator and GTM leader with 15+ years building, scaling, and financing technology, SaaS, digital media, and services businesses across the U.S. and LATAM. Co-founded three ventures and played an end-to-end role in approximately \$4.5M raised through equity and convertible notes - investor decks, financial models, sourcing, meetings, diligence, negotiations, and closing. Brings founder empathy and hands-on strength in market research, competitive intelligence, business-model and GTM analysis, product strategy, AI-enabled value creation, and portfolio growth.

INVESTMENT & VALUE CREATION CAPABILITIES

Commercial Diligence | Market & Competitive Research | Business-Model Analysis | Investment Thesis & Market Mapping | GTM & Distribution Analysis | SaaS Metrics & Unit Economics | Capital Formation | Financial Modeling | Deal Sourcing | Founder Assessment | Portfolio Value Creation | Venture Building | AI Enablement | U.S.-LATAM

CAPITAL FORMATION SNAPSHOT

Approximately \$4.5M aggregate across three co-founded ventures: Genio - ~\$2.0M convertible notes | Prowell Media Group - ~\$1.5M cash equity plus strategic media partnerships | Social Rocks - ~\$1.0M cash equity. Direct involvement across investor positioning, decks, models, sourcing, meetings, diligence, negotiations, and closing.

PROFESSIONAL EXPERIENCE

Growth/GTM Advisor | AI Transformation

Roqueni Consulting | San Diego, CA | Jul 2019 - Present

Selected engagements: Growth Partner - Crisalix; Growth Strategy Advisor - Capture Experts; GTM Advisor - Agent Copilot; Growth Partner - Lean Six Sigma Institute.

- Advise founders and growth teams by diagnosing commercial constraints, researching markets and competitors, refining business models and GTM, and implementing AI-enabled revenue systems.
- Conceived and independently built Gigajourney's multi-sided travel product and operating platform with Claude Code, spanning customer acquisition, advisor/affiliate attribution, reservations, CRM, itineraries, client portals, and reporting.
- Shaped Momentcast's AI product strategy and investor narrative; helped configure agentic workflows and created homepage concepts, a 16-slide deck, and a 112-second promotional video.
- Delivered measurable portfolio impact: increased Sales Qualified Lead (SQL) generation capacity 329% for SquadMakers; improved Lean Six Sigma Institute efficiency and response rate 67% while reducing service costs 45%; and grew Kosmic Dust website traffic 657% and sales conversion rate 128%.
- Built Capture Experts' conditional LinkedIn/email outbound system and independently configured OpenClaw, demonstrating hands-on AI operations and technical resourcefulness.

Digital Accounts Manager

KWSM | San Diego, CA | May 2024 - Aug 2025

- Led cross-functional growth programs spanning paid media, messaging, email, CRM, web, and conversion funnels for B2B and B2C clients.
- Increased qualified legal case leads 28% and generated \$30K+ in nonprofit donations in two weeks through acquisition and nurture redesign.
- Introduced AI chatbots, referral systems, NPS workflows, and client accountability frameworks to improve conversion and pipeline discipline.

SELECTED FOUNDER & CAPITAL FORMATION EXPERIENCE

Head of Growth & B2B Sales | Co-Founder

Genio | Mountain View, CA | Feb 2015 - May 2019

- Co-founded a B2B SaaS workforce platform; led product positioning, GTM, pricing, enterprise sales, customer experience, and fundraising.
- Grew the platform to 10,000 active users across 31 countries and sourced and closed 21 hospitality clients.
- Led a deployment across 112 Coppel retail locations that reduced register wait times 42%.
- Helped raise approximately \$2M through convertible notes, working end to end across deck, financial model, investor sourcing, meetings, diligence, negotiations, and closing.

Product Marketing Manager | Co-Founder

Prowell Media Group | Mexico City, Mexico | Jan 2015 - Aug 2016

- Co-founded and helped build seven digital media properties with leading Mexican news, sports, and entertainment personalities.
- Scaled the network to 100M+ monthly visitors and 100+ employees, creating a large U.S. Hispanic and LATAM audience platform.
- Helped raise approximately \$1.5M in cash equity and structured strategic partnerships that added audience reach, content authority, and brand credibility.
- Participated across investor positioning, financial modeling, sourcing, meetings, diligence, negotiations, and closing.

Marketing & Sales Lead | Co-Founder

Social Rocks | Mexico City, Mexico | Jan 2008 - Feb 2015

- Co-founded and scaled a digital agency and proprietary social CRM/monitoring technology business; built a 60+ person team.
- Won and served enterprise brands including Disney/Marvel, Coca-Cola, Citi, Microsoft, Nestlé, BMW, and Interjet.
- Launched early social influencer programs in Mexico that increased Disney/Marvel movie ticket sales 32% in one quarter; helped design Interjet's platform handling 5,000+ daily support tickets.
- Helped raise approximately \$1M in cash equity and contributed throughout the fundraising process.

Sales & Business Development | Metropolis Tours | 2004 - 2008

- Grew the sales organization from 4 to 28 and revenue 250% in 24 months; implemented CRM and opened new markets.

EDUCATION & PROFESSIONAL DEVELOPMENT

Stanford University Continuing Studies | 2016 - 2017 - Selling and Marketing SaaS and Mobile Solutions to the Enterprise; Ready-Aim-Fire Marketing Method; Visual Thinking

Florida International University | 2003 - 2006 - Completed 84 credits toward BBA in Marketing and Business Administration

ANALYTICAL TOOLS & LANGUAGES

Research & Analytics: GA4, Looker Studio, Ahrefs, Semrush, Similarweb, competitive intelligence, market mapping, financial modeling | AI & Build: Claude Code, ChatGPT, ElevenLabs, OpenClaw, local models, Figma, Webflow | Operating Systems: HubSpot, Salesforce, GoHighLevel, Zapier, ActiveCampaign | Languages: English (native), Spanish (native), French (fluent)