

CURTIS OLIVARES

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3x Founder | Startup Executive | SaaS Product Leader

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PROFESSIONAL SUMMARY

3x Founder, executive-level leader, and startup advisor with deep domain expertise in building companies, developing SaaS products, and implementing software.

CORE COMPETENCIES

EXECUTIVE LEADERSHIP: C-Suite presentation skills, talent and organization management, marketing, sales, brand strategy, investor fundraising, capital budgeting, financial modeling

PRODUCT MANAGEMENT: OKR and goal-setting, Agile process, Roadmap planning and execution, KPI measurement and analysis, desktop and mobile app prototyping (link to [online demo](#) video)

TOOLS: Jira, Confluence, Linear, Product Plan, G4, SQL, Hubspot, Figma, Balsamiq, Elementor, Wix site designer and plugins, Webflow, Thinkific (online learning platform partner)

EXECUTIVE EXPERIENCE

FOUNDER, CHIEF EXECUTIVE OFFICER

[Parachute](#), April 2023 – Present

Developed vision and strategy for career development Edtech SaaS startup, in less than 5 months achieved B2C product market fit, generated revenue, and landed a B2B partnership

- Assembled founding team and built website and online learning platform MVP within 3 weeks of product ideation
- Planned and executed a 6-month product roadmap to increase user engagement by 20%, including migration to a new learning management system to serve as a beta product for pilot user testing
- Guided B2C pilot training programs for 45+ job seekers, achieving a 30% job placement rate within 6 weeks
- Launched paid product with 25+ features, scalable for up to 1K users within 3 months of building MVP
- Devised and executed a B2B go-to-market strategy timeline, resulting in a development partnership with a tech bootcamp within 2 months of 1st pilot program
- Engaged content marketing and B2C sales campaigns across 3 unique social media channels, including the promotion of a freemium product that increased lead generation by 30% within 1 month of implementation

CO-FOUNDER, CHIEF OPERATING OFFICER AND HEAD OF PRODUCT

[Quanta](#), August 2020 – September 2022

Spearheaded operations, product, and design for treasury risk management B2B Fintech SaaS startup with a \$10M post-money valuation, raising \$600,000+ in pre-seed capital investment

- Directed cross-functional development team using Agile, resulting in beta release within 9 months
- Closed 3 corporate customers within 2 months of live product launch, serving 50+ users
- Created and presented a clickable mobile app prototype showcasing 35 experimental features, which was critical in securing a \$100K pre-seed angel investment
- Recruited and onboarded 5 new team members for engineering and design within 1 year of funding
- Remained the second largest shareholder upon exit and continue to serve as a strategic advisor

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CO-FOUNDER, CHIEF OPERATING OFFICER AND MANAGING DIRECTOR

United by Design (UXD), October 2019 – June 2020

Scaled local mural art production startup into a full-service environmental design agency, partnering with national property developers and global architecture firm, [Gensler](#)

- Executed commercial property-focused go-to-market strategy to grow client base by 4x in 3 months
- Presented sales pitches to key stakeholders on 12 creative projects, boosting sales pipeline by 150%
- Oversaw a 5-month design project with a \$110K capital budget, coordinating schedules, materials, and monetary payments between 2 commercial developers, 5 vendors, and 4 independent artists
- Continue to serve as an Advisory Board member

EXECUTIVE TREASURY AND RISK ADVISOR, SENIOR MANAGEMENT TEAM

Southwestern Energy (NYSE: SWN), July 2018 – October 2019

Directed a \$1B energy commodity cash flow portfolio for a publicly traded oil and gas producer in a C-1 level role and led business requirements testing for all risk systems implementations

- Gained C-suite and board approval for the creation of an energy hedging program which resulted in positive corporate cashflows totaling \$300MM within 1 year of being enacted
- Administered testing for on-prem risk system implementation of 50+ derivative instrument features
- Chosen by global commodities financial exchange, [ICE](#), as a key stakeholder during beta development for a real-time market data streaming platform serving 5K executive corporate users

SENIOR PORTFOLIO MANAGER, GLOBAL RISK SYSTEMS LEADERSHIP TEAM

Shell, plc (NYSE: SHEL), November 2000 – June 2018

In charge of reducing risk for a \$500M financial energy commodities portfolio for global operations, contributing an average of \$20M+ in annual proprietary trading profits for the North American trading desk

- Managed price risk for 5 major global entities using advanced derivatives trading strategies on the financial commodities exchanges and in over-the-counter broker markets
- Chaired cross-departmental committee for 5 compliance-related finance and credit technical implementations
- Led testing for 30 unique data analytics and BI features for 8 enterprise risk system integration projects

EDUCATION AND PROFESSIONAL DEVELOPMENT

COLUMBIA UNIVERSITY, NEW YORK

Fu School of Engineering
Product Management Program
December 2022 - April 2023

PRIMARY VENTURE CAPITAL, NEW YORK

NYC Founders Fellowship
Chosen to participate in 6-month accelerator
January 2021 - June 2021

THE UNIVERSITY OF TEXAS, AUSTIN

McCombs School of Business
Bachelor of Business Administration
August 1995 - May 1999

FOUNDER INSTITUTE, HOUSTON CHAPTER

Resident Founder [Mentor](#)
Instructor and advisor for early-stage founders
March 2023 - Present