# HÉCTOR “TICO” ITUARTE PÉREZ

## AI-NATIVE SOLUTIONS ARCHITECTURE LEADER | TECHNICAL GTM | PRODUCT & PLATFORM ENGINEERING

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## PROFESSIONAL SUMMARY

Solutions Architecture Manager and founder-operator spanning SaaS pre-sales, payments and fundraising technology, API integrations, technical implementation, AI-directed product development, and operations leadership. Progressed from Inside Sales into Solutions Architecture leadership at Donorbox. Translate business needs into architecture decisions, scoped solutions, delivery standards, and testable applications. Direct AI-assisted engineering through requirements, code review, debugging, security assessment, deployments, and acceptance testing. Bridge executive commercial strategy with hands-on technical judgment.

## TECHNICAL AND LEADERSHIP SKILLS

Solutions Architecture; Solutions Engineering; Technical Pre-Sales; Technical GTM; Customer Discovery; Enterprise Integrations; SaaS Implementation; APIs; Webhooks; Payments; CRM Integration; HubSpot; Salesforce; JavaScript; TypeScript; Next.js; React Architecture; Cloudflare Workers; D1; KV; R2; Vercel; PostgreSQL; Neon; OAuth; JWT; RBAC; Multi-Tenant SaaS; CI/CD; GitHub; SOW/SOP; AI Coding Agents; AI-Native Product Engineering; AI-Assisted Code Review; Google Apps Script; Zapier; GA4; Google Tag Manager; Meta Pixel; Microsoft UET; Wix; WordPress; Squarespace; Webflow.

## PROFESSIONAL EXPERIENCE

### DONORBOX / REBEL IDEALIST INC. | Solutions Architecture Manager / Solutions Architect / Inside Sales | Apr 2024 - Present

- Lead technical discovery, feasibility analysis, architecture recommendations, customer-facing escalations, and complex nonprofit SaaS/payment implementation planning.
- Bridge Sales, Customer Success, Support, Product, and Engineering; convert requirements into technical scopes, integration strategies, implementation guidance, and actionable product feedback.
- Design and troubleshoot donation experiences including embedded and popup forms, Wix custom elements/modals, responsive embeds, JavaScript/CSS customization, and CMS platform compatibility.
- Specify and validate REST API, webhook, HubSpot, Salesforce, Zapier, and Google Apps Script integrations; normalize donations, map records, address duplicate/multi-transaction flows, and synchronize events.
- Guide GA4, GTM, Meta Pixel, and Microsoft UET tracking implementations; investigate analytics and browser/platform event discrepancies.
- Develop practice standards: engagement criteria, ownership rules, SOW/SOP definitions, scoring rubrics, implementation handoffs, enablement playbooks, and expansion-discovery workflows.

## SELECTED AI-DIRECTED PRODUCT AND ENGINEERING WORK

Independent and collaborative projects (2026). Scope includes product requirements, architecture direction, AI-agent orchestration, implementation review, troubleshooting, and validation. Project maturity varies from prototype to deployed application.

### Website Editor and SaaS Platform | tico.gg / Cloudflare

- Directed development iterations of a visual website editor involving drag-and-drop sections, visibility controls, embeddable JavaScript, responsive layouts, and publishing workflows; converted defects into testable corrective requirements.

### Site Development and Deployment Tooling | Cloudflare Workers / D1 / R2 / GitHub / Vercel

- Developed and reviewed reusable application lifecycle tooling for scaffolding, local preview, versioned saves, deployment, persistent storage, secrets, and access policies.

### Commerce and Multi-Tenant SaaS | Next.js / TypeScript / Vercel / Neon / Bold

- Directed production-shaped checkout architecture with tenant-aware behavior, signed payment configuration, verified webhooks, order/audit persistence, CRM workflows, administrative permissions, and deployment troubleshooting.

### Fundraising Widgets and Data Services | RebelSites / Cloudflare / Web Components

- Specified campaign, event, and donor-wall widgets with branding tokens, proxy/cache behavior, per-client access rules, privacy constraints, fixtures, and automated rendering checks; documented live API assumptions requiring validation.

### Identity and Security Debugging | Cloudflare Access / JWT / GitHub

- Diagnosed Worker-side JWT audience mismatches and access policies; reviewed token-validation boundaries, permitted identities, and repository-based remediation.

**Booking and Operations SaaS | Cloudflare Workers / D1**

- Directed AI-assisted architecture for booking availability, scheduling conflicts, staff workflows, embeddable widgets, existing-domain integration, and multi-tenant platform capabilities.

## ADDITIONAL LEADERSHIP EXPERIENCE

**SECURITY LABS (formerly DIPPI) | Business Development and Operations Advisor | 2023 - Present**

Advise an early-stage technology venture on commercialization, partnerships, market positioning, and operations.

**METASOCCER / EPHERE FOOTBALL | Co-Founder, Business Development and Marketing | 2021 - 2023**

Co-founded a Web3 sports/gaming venture, contributing to GTM strategy, partnerships, branding, and operations. Techstars Crypto Boston (2023); Tachyon FLA III (2022).

**GRUPO SICA, MEXICO | Managing Partner, Operations / Commercial Strategy / Legal Affairs | 2014 - 2023**

Managed multidisciplinary operations, B2B development, commercial planning, contracts, compliance/labor matters, internal systems, and service delivery.

**BUNNY STUDIO | Quality Assurance, Community Support and Education | 2019 - 2021**

Supported service quality, creator communications, and platform education for a digital creative-services marketplace.

Earlier: Torre Labs (product communications and localization); public-sector/legal communications; professional media, voiceover, translation and interpretation.

## EDUCATION AND PROFESSIONAL DEVELOPMENT

Law Degree — Universidad Autónoma de Chihuahua (2006-2011) | Additional Software Engineering and Design coursework (2011-2013) | Techstars Crypto Boston (2023) | Tachyon FLA III (2022) | Spanish and English (bilingual).