

# ELI CALDERÓN MORIN

Xoogler, Amazon, & Alibaba Alumni  
Startup Executive / Growth Company Builder

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Silicon Beach, Silicon Valley, Global



## QUOTES

*A man's heart plans his way, But the LORD directs his steps. Proverbs 10:9*

## EXPERIENCE

### Developer Evangelist

#### Alohar Mobile (acquired by Alibaba)

2013 - 2015 Palo Alto, California

Mobile startup backed by the first investor in Google, David Cheriton (Stanford Professor Billionaire), & Tim Draper. Building a new generation of (Ai) Artificial Intelligent smart-phone applications and location based (LBS) mobile behavioral services.

- Led SDK developer integrations built on top of the Alohar platform. For example, MileIQ built its automatic mileage expense app on Alohar's intelligent tracking platform. MileIQ was acquired by Microsoft in 2015
- Product Marketing feedback from Developer Communities
- Researched mobile industry for partnerships and corporate development
- Participated in the sale of Alohar Mobile to Alibaba Group

### VP of Driver Operations (interim)

#### Topjek

2015 - 2016 Jakarta, Indonesia

On-Demand Transportation and logistics company based in Jakarta, Indonesia

- Responsible for company launch, driver growth strategy, driver recruitment, driver training, financial metrics, banking partnerships, driver wallets, system logistics, customer support, product feedback, & driver community
- Built driver fleet from zero to over 16,000 active drivers

### Launch Partner / City Operations

#### Lyft, Uber, SideCar, FLUC, DoorDash, Postmates, Instacart

2013 - ongoing Los Angeles

Operations & Market Research for the On-Demand Economy

- Driver Partner for the Los Angeles Market
- Responsible for Geographic growth and Operations
- Community input, Driver Recruitment, and Compensation Models
- Direct Customer Interaction, Driver Community Organizer

## STRENGTHS

Strategic Partnerships, Operations, Corp Dev, Biz Dev, Sales Engineer, Sales, Product Management, Mobile Technologies  
\*Google, Amazon, Alibaba

Good Listener, Hard Working, Lucky, Creative, Precise, Risk-Taker, Leader

## EDUCATION

### GSB Innovation & Entrepreneurship Program

#### Stanford University

2016 - ongoing Palo Alto, California

### B.A. in Arts & Humanities

#### University of California Irvine

2002 - 2006

### Certificate - UCLA Anderson School of Business

#### University of California Los Angeles

2005 - 2005

### Residential Program - Entrepreneur Bootcamp

#### Draper University

2016 - 2016 San Mateo, California

## EXPERIENCE

### Business Development

#### Vergence Labs (acquired by Snap Inc.)

2013 - 2014 Los Angeles

- Strategized directly with the CEO on Partnerships, Sales, Fundraising, and Company philosophy. Helped create a new human "Way of Seeing"
- A small glasses startup that turned into Spectacles by Snapchat

### Advisor

#### Appfuel (acquired by Tune)

2013 - 2014 Palo Alto, California

Acquired April 2014 by Tune (HasOffers) and re-launched within the TUNE Marketing Console

Mobile advertising platform for in-app cross promotion; Investors include Draper Associates (Tim Draper), Boost VC (Adam Draper), Right Side Capital Management (Jeff Pomeranz), SOS Ventures (Cyril Ebersweiler), and Max Teitelbaum.

### Sales Manager

#### Snaptell (acquired by Amazon)

2009 - 2009 Palo Alto, California

Venture-funded (NEA and JK&B) image recognition and mobile technology start-up, acquired by Amazon in June 2009

- SnapTell's pioneering visual search solutions for iPhone and Android mobile devices have won academic, industry and customer acclaim.
- Built sales revenue from Zero to \$10M at the time of sale to Amazon

### Sales Associate

#### AdMob (acquired by Google)

2007 - 2009 San Mateo, California

iPhone mobile ad network highly sought after by Apple & Google

- A small role on the Founding Sales Team
- Sales Team Member with direct client responsibility
- Reached aggressive team and individual revenue goals contributing to AdMob's \$100M revenue run rate.

### Founder & Curator

#### MobileMonday Silicon Beach

2010 - ongoing Los Angeles

Southern California's Largest Community of Developers, Entrepreneurs, and Technologists.

- 501(C)(6) nonprofit trade organization.

## TECHNOLOGIES

On Demand Workforces

iOS

Android

LBS

SaaS

Voice Recognition

Computer Vision

Mobile Apps

Internet Services

Biz Dev & Sales

Product Management

Ai

## LANGUAGES

### English

Native



### Spanish

Native

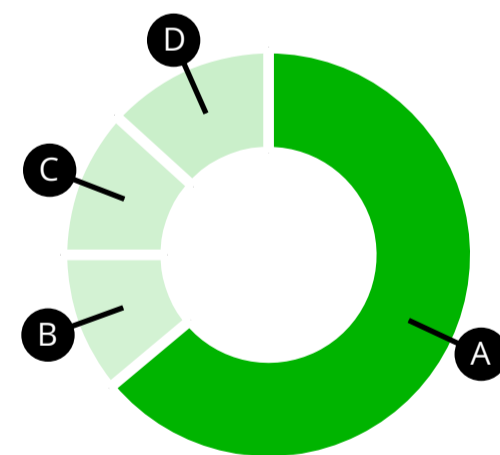


### Indonesian

Intermediate



## A DAY OF MY LIFE



- A** Helping passionate founders launch and build multi billion dollar technology startups
- B** Research, Reading, & Sport Exercise
- C** Spending time with my beautiful wife & two young children
- D** Rest, Meditation, & Preparation