

Nicholas Roberts

Director of Technology

Full-Stack Engineer

Customer Success

Professional

1. Director of Technology, Last Bottle Wines, 2025
2. Customer Success Manager: Datava, 2023 - 2024
3. Customer Engineer: Section.io, 2019 - 2022
4. Programming Project Manager: Sonic.NET 2018 - 2019
5. Webmaster: California Institute Regenerative Medicine
6. Web Project Manager: Mantra Resorts
7. Project manager/web developer: Culture Hunter/This Is Not Art
8. Webmaster: Nationwide News, 2 1/2 years

Projects

9. Founder & Full Stack Engineer: Citizen Success, 2024
10. Sustainability studies, activism, 2008-2009
11. Open source tech event founder & organizer, United Nations, 2015 - 2016



Director of Technology

Digital Beverage Group

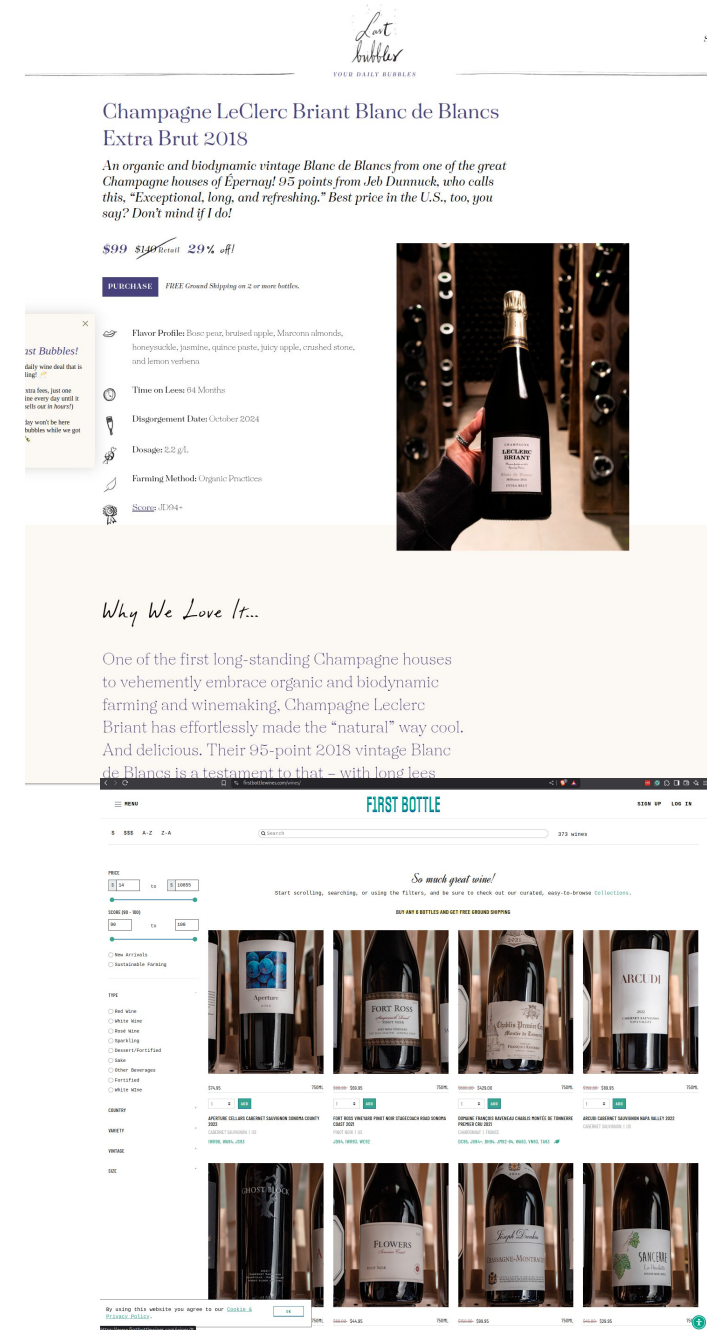
Shopify Plus, Linnworks, Klaviyo, Python, Pandas, SQL

1. Director of Technology promoted from Ecommerce Admin
2. 100m to 140m 40% ARR Growth
wine Napa California ecommerce group
3. startup, scaleup, team consulting on strategy, tactics, ops
4. high growth scaleup via organic + PE + M&A
5. Authored Python Pandas notebooks for order and customer migration of 100m ARR ecommerce business from Offset Figure legacy inventory and ecommerce platform to Linnworks Shopify which migrated 2 million orders with 150 million dollar value.
6. Production Shopify, Linnworks, Klaviyo, Aftership.
7. 1000 orders minute web perf Browserstack, Datadog
8. Retool internal tool QA, UAT and devops
9. Cloudflare WAF/BOT 20 brands, Cloudflare Workers
10. IT systems and network administration, Ubuntu Linux
Airbyte Docker Compose Vscod

lastbottlewines.com

lastbubbles.com

firstbottlewines.com



Political Entrepreneur & Founder

CitizenSuccess.com

USA Political Geography Database & Web-Publishing

1. Party, Politicians (48k), States, House, Senate, Divisions
2. Substack inspired Subscription content marketing system
3. Stripe (JSON REST) or Authorize.NET (XML) payments
4. Channels, Posts, Chats, WYSIWIG editor and S3 upload
5. Real-time Post Chat using Phoenix LiveView
6. Political database queries and lists provided to campaigns
7. Permissions system: can? user, power, action, schema
8. Self-hosted; Ansible, Debian, Postgres database & backup, Docker Compose, self-hosted email system
9. Wasabi S3, Cloudflare CDN, Geo-redundant backups
10. ReactJS and Svelte integrated into Phoenix LiveViews
11. Self-hosted encrypted code geo-redundant & encrypted
12. Multi-site, multi-domain, Phoenix LiveView theming engine
13. Custom Page Layout for Posts
14. Reactive Phoenix LiveView filter search

<https://www.citizensuccess.com>

CITIZEN SUCCESS

Citizen Success: Fact Sheets and Playbooks

CAMPAIGNS

POLITICS

POSTS

CHANNELS

SUBSCRIBE

LOG IN

Search

State

Any

Party

Any

Roles

Any

Levels

Any

reset

Politicians > Party > States > House > Senate

Politicians

48776 politicians match filters

New Politician

Politician	Office	City	State	Division	Party
Aaron Acree	Trigg County Sheriff			Trigg County	Republican Party
Aaron "Adot" Whitely	Chatham County Commissioner			Chatham County GA Board of County Commissioners District 6	Democratic Party
Aaron Albaugh	Lassen County Supervisor	Susanville	CA	Lassen County Supervisor District 4	Nonpartisan
Aaron Ammons	Champaign County Clerk and Recorder	Urbana	IL	Champaign County	Democratic Party
Aaron Anderson	Washakie County Commissioner			Washakie County	Republican Party
Aaron Appelhans	Albany County Sheriff	Laramie	WY	Albany County	Democratic Party
Aaron Augustian	Kewaunee County Supervisor	Kewaunee	WI	Kewaunee County Supervisor District 11	Nonpartisan
Aaron Austin	Lawrence County Surveyor	Mount Vernon	MO	Lawrence County	Republican Party
Aaron Aylward	SD State Representative	Pierre	SD	South Dakota State Senate district 6	Republican Party
Aaron Banks	Jackson City Council Member	Jackson	MS	Jackson MS - ward 6	Democratic Party
Aaron Bean	U.S. Representative	Washington	DC	Florida's 4th congressional district	Republican Party
Aaron Bernstine	PA State Representative			Pennsylvania State House district 8	Republican Party
Aaron "Billy" Ellison	Madison County Commissioner	Jackson	TN	Madison County Commission District 7	Unaffiliated

CITIZEN SUCCESS

Citizen Success: Fact Sheets and Playbooks

CAMPAIGNS

POLITICS

POSTS

CHANNELS

SUBSCRIBE

NICCOLOX

Politicians > Party > States > House > Senate

Politicians > Offices > Divisions > Party > States > House > Senate > Persons > Politicians > Offices > Officials > Terms > Civic Offices > Civic Officials > Civic Divisions

Cecilia A. Massetti

Madera County

Edit politician



Cecilia A. Massetti

Madera County Superintendent of Schools

Madera County

Madera CA

NONPARTISAN

POLITICIAN

Name:

Cecilia A. Massetti

Party:

Nonpartisan

Division:

usd-division/country/us/state/ca/county/madera

Office:

Madera County Superintendent of Schools

Address:

1105 South Madera Avenue, Madera, CA, 93637

State:

CA

Post Code / ZIP:

93637

Email:

cmassetti@mcsoos.org

Phone:

(559) 662-6274

URLs:

<https://www.mcsoos.org/>

OFFICE

Name:

Madera County Superintendent of Schools

Role:

government/Officer

Levels:

administrative/Local

Address:

1105 South Madera Avenue, Madera, CA, 93637

OFFICIAL

Customer Success Manager

Datava.com

Ensuring Success for Credit Unions, Banks & Manufacturers

1. Manage 10 engineers to deliver data-driven SaaS via Professional Services.
2. Own a portfolio of client projects at all stages of client engagement lifecycle.
3. 15 Modules: Onboardings, CRM, Data Warehouse, Incentives and Goals, Referrals, Loan Application Pipelines, Business Intelligence and Reports, Predictive Analytics, Campaign Success etc.
4. Mentoring engineers, running standup, triaging resourcing of projects.
5. Project management; meetings, stakeholders, documentation, communications, plans, Kanban and Roadmaps, lean product specifications, delivery, QA, go-live.
6. Client Success Scorecard: own client success scorecard for portfolio of 20 approx billion dollar institutions.

Call Today! 720-837-3177 | info@datava.com

SOLUTIONS RESULTS RESOURCES SUPPORT ABOUT REQUEST A DEMO

TruMark Financial Credit Union **Penn Community Bank** **SECURITY BANK OF KANSAS CITY** **Sooper credit union** **FIRST HERITAGE REALTY ALLIANCE** **People First Federal Credit Union**

MODULES

- Relationship Manager
- Goals & Incentive Tracking
- Onboarding Manager
- Campaign Success
- Referral Management
- Indirect Lending
- Business Intelligence
- Loan Application Pipeline
- SEG Management
- Outbound Prospecting
- Predictive Analytics

YOUR MEMBERS ARE MORE THAN JUST THEIR ACCOUNT NUMBER

Help your members achieve their goals and dreams, all while successfully growing your credit union

LET US SHOW YOU HOW

They have 5 children

WHAT OUR CLIENTS ARE SAYING

- "Datava's system **blows SalesForce away!** Datava has increased our app sales
- "Their system has **simplified** our processes. They have provided us the **best value** while
- "I rolled out your system with all its bells and whistles at a retail meeting yesterday and the
- "You are doing some really **awesome** stuff. You have a **unique** way of approaching
- "Datava is **amazing**. Every other product we looked at was **twice the price** for **half the system!**"



Customer Success Engineer Section.io

Senior Customer-Facing Full-Stack Engineer

1. Customer-oriented full-stack engineer on global multi-sided web performance & web security marketplace & platform: CDN, WAF.
2. Customer success, support & solution engineering.
3. Best Zendesk customer stats in Section 2021-2022
4. Technical Program Management promotion track.
5. Rotate between CE/SE/CS, tiered support and projects.
6. Intense front-line incident management, i.e. handling large website outages or DDOS. Own challenging, conflicting technical problems to resolution for billion dollar companies. Toyota, Lexus, Coles, Boxycharm.
7. Dashboard web design, module dev, SE & CE projects, onboardings, CDN config, bot management, internal specs and runbook, public knowledge base & docs.
8. Tech: SailsJS, ReactJS, Grafana, Kibana, Ubuntu, Kubernetes, Docker, Varnish, Resty, Lua.
9. Fully-remote: Slack, Zendesk, Zoom, Github, G Suite, TargetProcess.
10. Geo-distributed multi-cloud: DO, AWS, Packet, Lumen, Google GCP.
11. Solution engineer onboarding: Bare domain redirector apps for

www.section.io, lexus.com. Onboarded www.boxycharm.com



The image is a screenshot of a Boxycharm advertisement. At the top, there's a 'JOIN NOW' button. Below it, a banner says 'Sign up for \$10 online store coupon PLUS Choose a FREE GIFT (up to \$55 value). SEE DETAILS >'. The main visual is a collection of various beauty products like makeup palettes, lipsticks, and skincare items arranged on a pink surface. Below the products, the text reads 'HYPERWORTHY BEAUTY DELIVERED MONTHLY'. Underneath, it says 'Score 5 full-size beauty products worth up to \$175 for only \$27.99/month.' There's another 'JOIN NOW' button. At the bottom, it says 'HOW IT WORKS' and 'JOIN FOR A FREE GIFT'. The very bottom line says 'Get a FREE gift at checkout and receive a \$10 online store coupon'.

The image is a screenshot of the Toyota website. At the top, there's a navigation bar with the Toyota logo, 'toyota.com', and a search icon. Below the navigation bar, there's a large image of a silver Toyota bZ4X electric SUV parked in front of a modern building. To the right of the car, there's a 'Info' button. Below the image, the text reads 'The All-New 2023 bZ4X'. Underneath, it says 'We're reaching a world imagined. The all-new bZ4X is on the horizon, and with its all-electric power train, we're excited for the possibilities the future will bring.' There's a red 'Explore Vehicle' button. Below the button, there's a '1 of 4' indicator with left and right arrows. At the bottom, there are two buttons: 'Build & Price' and 'Search Inventory'.

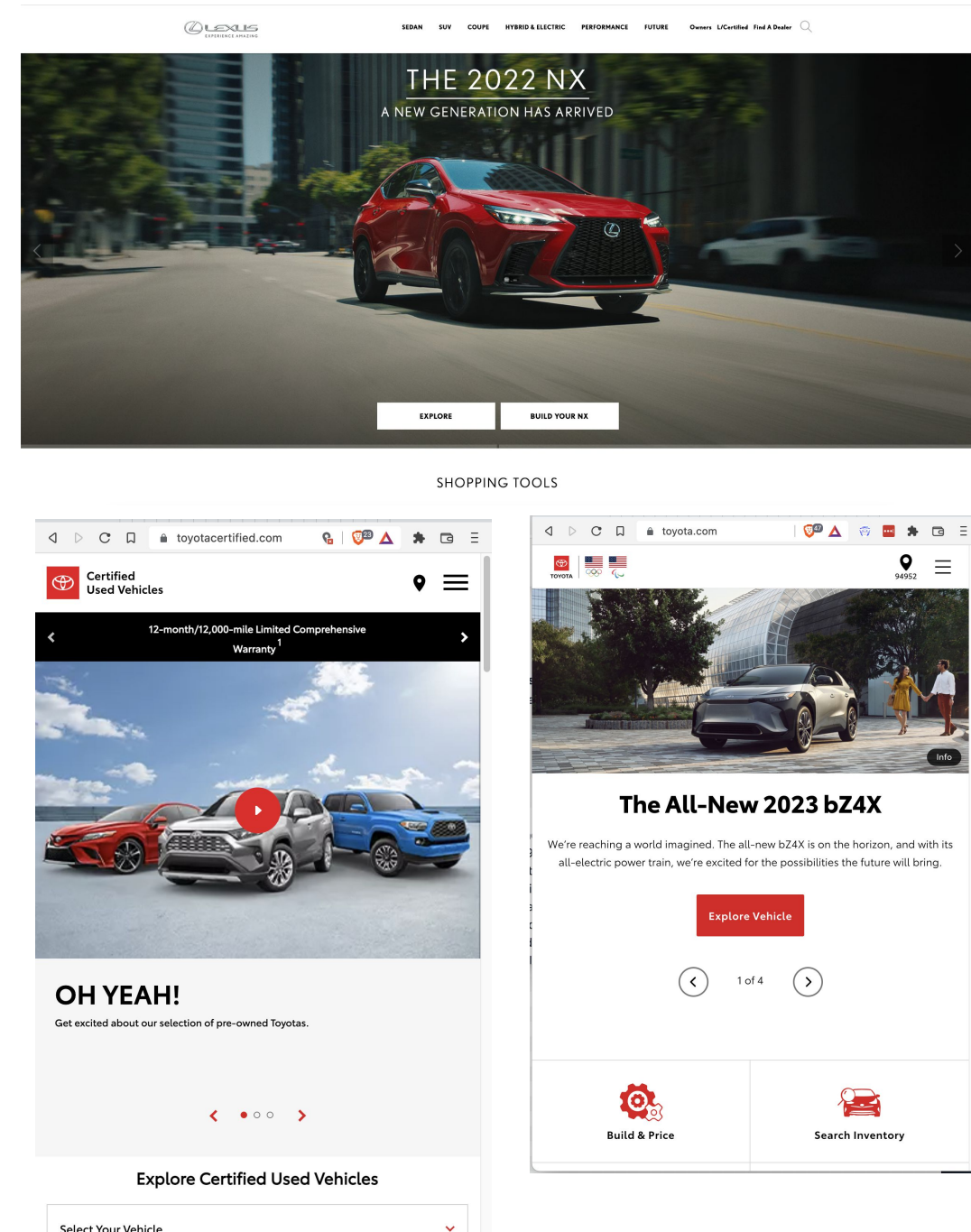
Section solution engineering

Toyota Bare Domains

Toyota.com Lexus.com etc Bare Domain Redirectors

1. Toyota & Lexus required onboarding 12 bare domains including toyota.com, lexus.com & toyotacertified.com.
2. As assigned solution engineer, I wrote a product and support docs, detailing app for each domain, including redirection logic, tech stack (Varnish vs OpenResty) and pre-go-live and post-go-live test plans.
3. Personally worked with Toyota project management, and various Toyota business teams to onboard all domains during off-peak out-of-hours.
4. Section.io Product Doc became source of truth during onboarding.
5. Bare domain redirector toyota.com > www.toyota.com
6. Bare domain redirectors handle complex redirection logic for peak domains around ads: toyota.com, lexus.com, toyotacertified.com etc.

www.section.io



Programming Project Manager

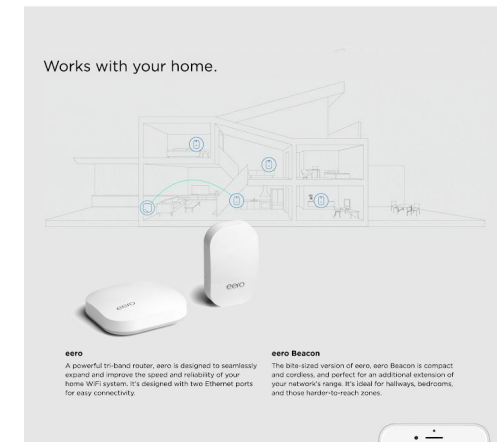
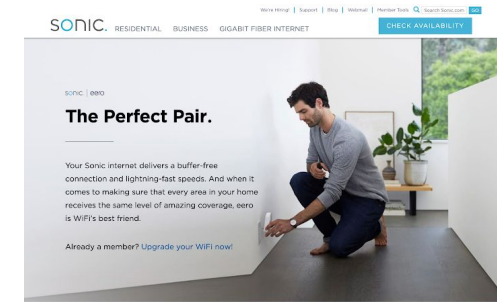
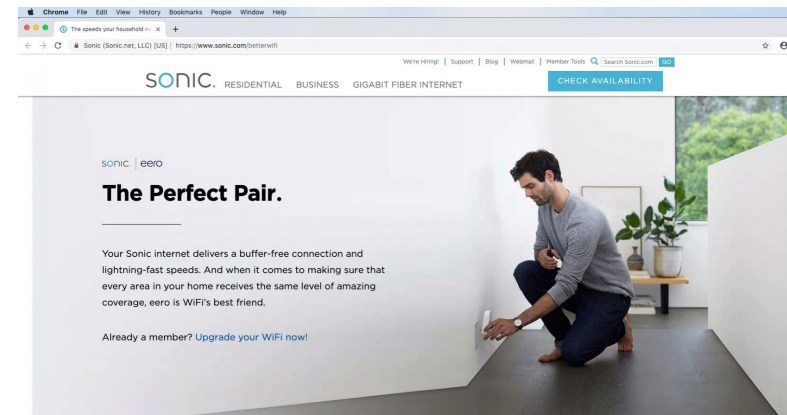
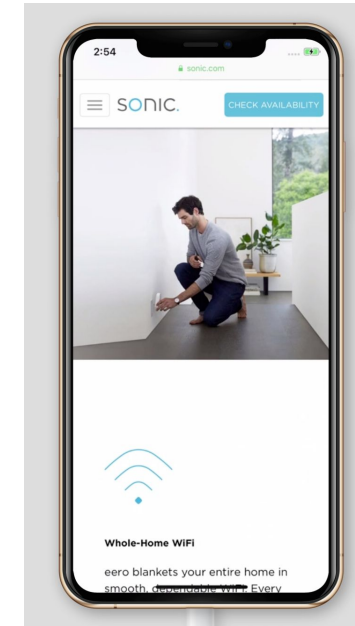
Sonic.com

Systems Operations Center

1. SOC technical product development program manager.
2. Coordinated 6 full stack developers, 6 sysadmins in SOC.
3. Product Manager: ACH Payments integration.
4. Project Manager for [eero wifi-mesh](#) product-as-service.
5. Project Manager for [IP Broadband](#) product group launch.
6. Product & Service design, Design thinking, UX / UI.
7. JIRA Scrum/Kanban, Waterfall projects.

www.sonic.com

www.sonic.com/betterwifi



Your whole network in your hands.



Get eero



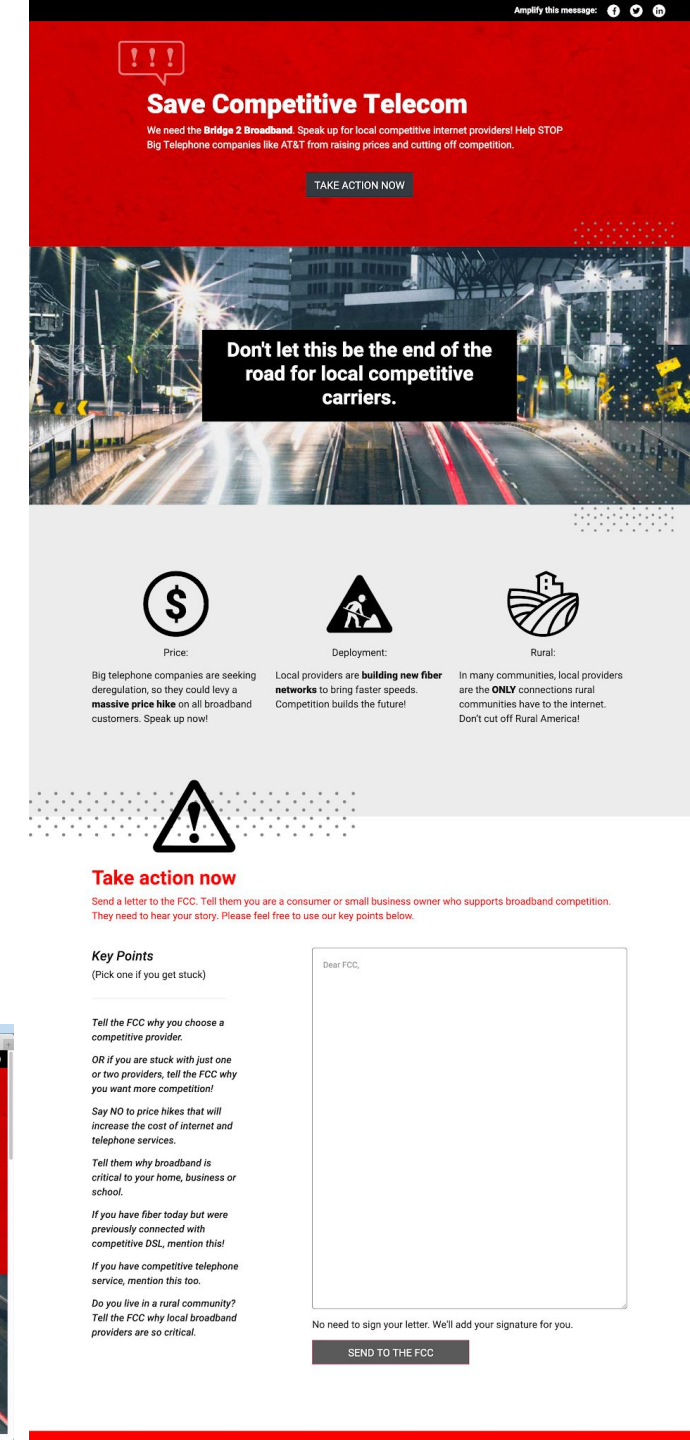
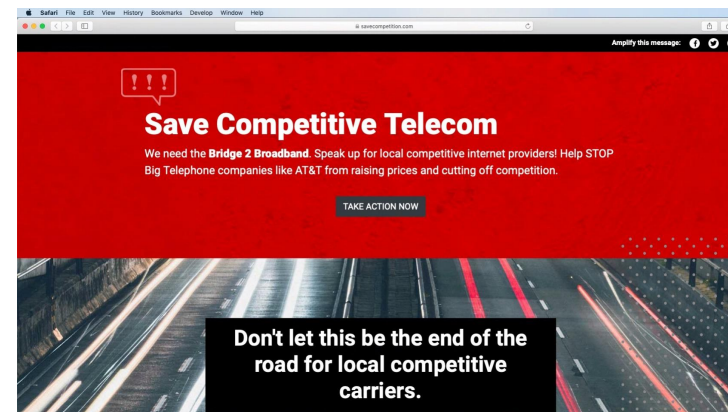
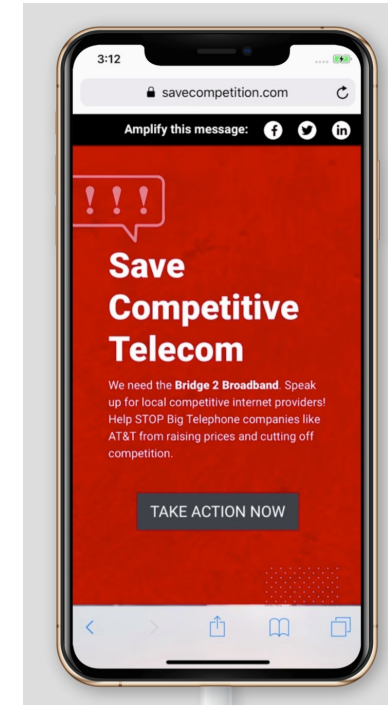
Programming Project Manager

Save Competition

Programming Project Manager, Sonic.NET LLC

1. FCC lobbying via direct email campaigns.
2. PM Agile Development directly with the CEO > creative > developer > communications teams.
3. Curated 9000+ citizen FCC comments.
4. Docker AWS FCC API integration.

savecompetition.com

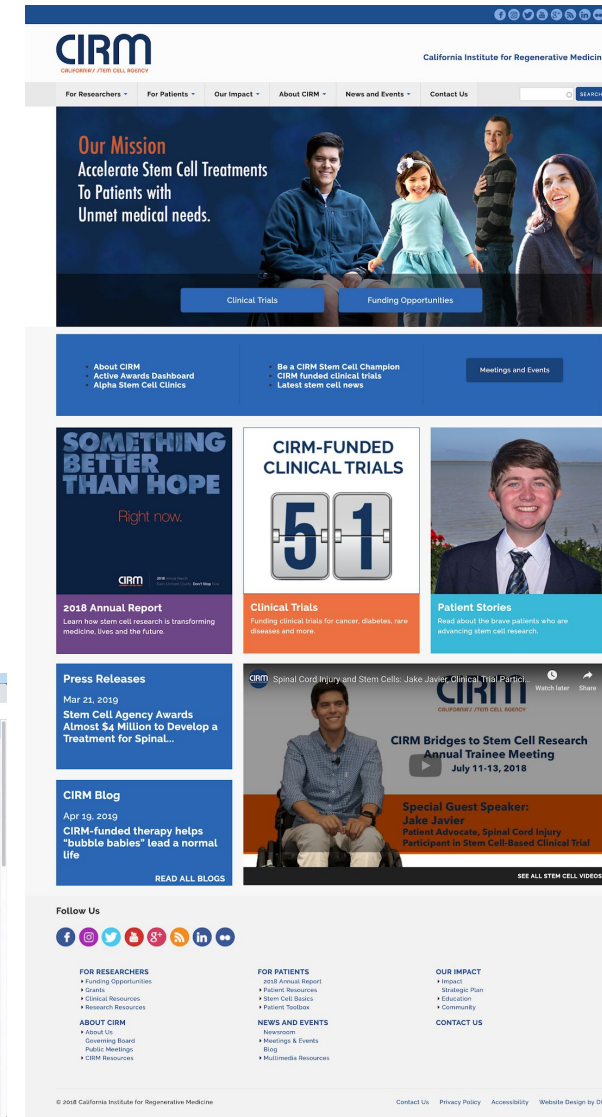
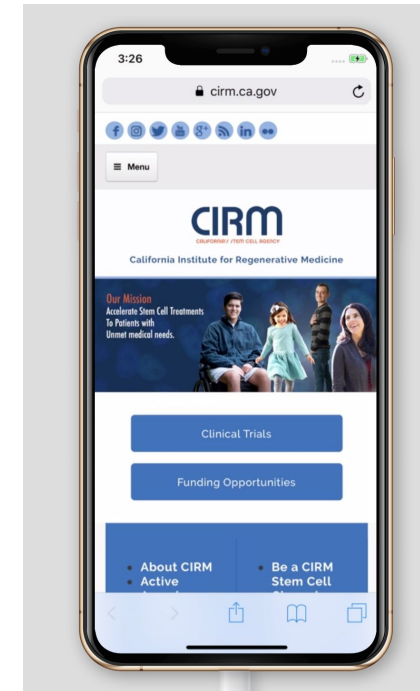


Webmaster California Institute of Regenerative Medicine

Drupal & Wordpress Webmaster, Cali gov biotech agency

1. Content management; 6000+ pages, 15 content types.
2. Vendor search & management of web refresh agency.
3. Technically managed mobile-first website redesign.
4. Landing page & rich content page-building.
5. Acquia, Pantheon, Cloudflare CDN and self-hosting.
6. Drupal code maintenance defending successfully against Drupageddon.
7. Product specifications, support and runbooks.

www.cirm.ca.gov | blog.cirm.ca.gov



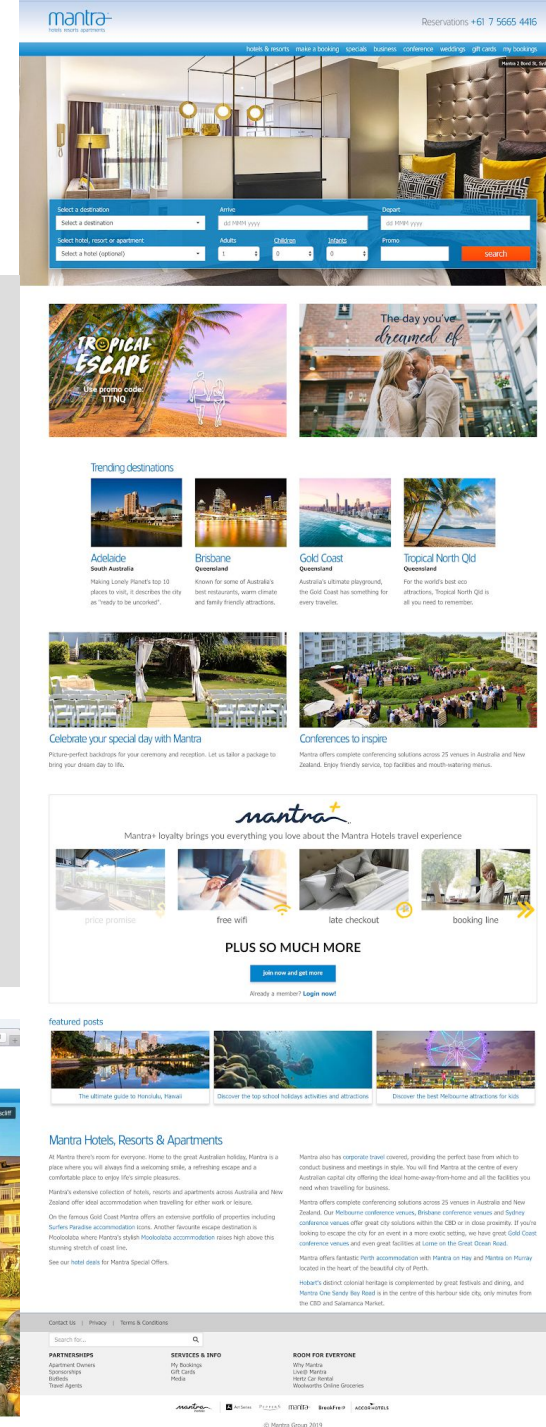
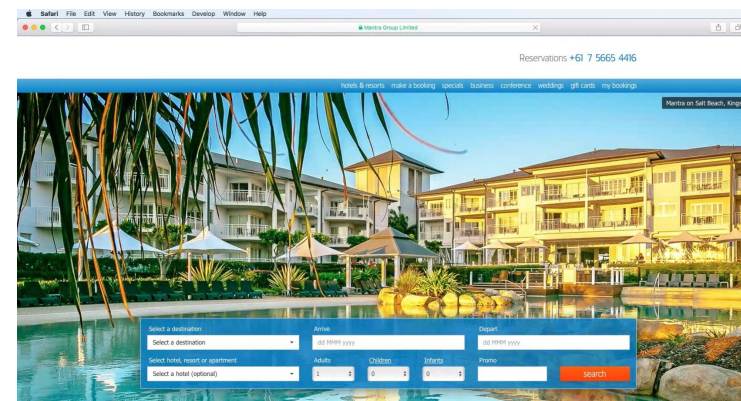
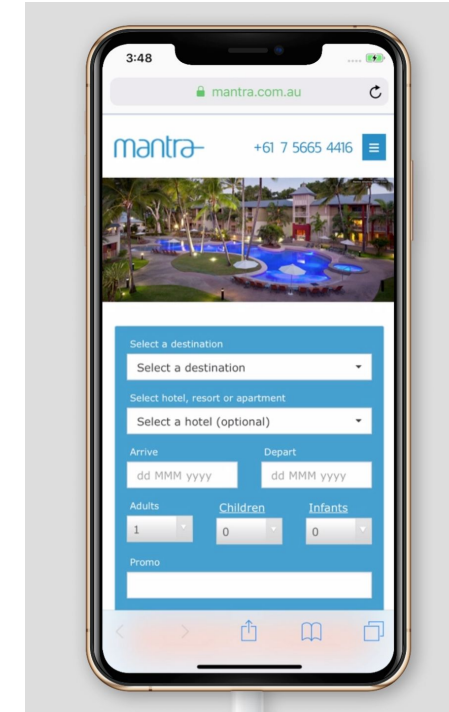
Web Project Manager

Mantra Resorts

Technical Project Manager Accommodation Ecommerce

1. Full SDLC: Requirements, specification, tasks, development, testing, acceptance, launch and documentation.
2. 10,000 unique destination & hotel room content items.
3. Single-codebase, 3 domain multisite.
4. Custom .NET Dotnetnuke modules.
5. 10 developers, 9 months, \$AUD 500,000

mantra.com.au
breakfree.com.au
peppers.com.au



Webmaster

Nationwide News

Webmaster and project manager Nationwide News Ltd

1. Internal web resource during 4 major newspaper website upgrades. 2 AUS (The Australian) & 2 NSW (The Daily Telegraph). Ongoing ops, support, consulting, projects.
2. Knowledge management & Sharepoint intranet.
3. OpenVMS mainframe API B2B ad + news integration.
4. Omni channel campaigns driving paid subscribers.
5. Producer of web video and multimedia editorial during 911 and Gulf2.
6. Vendor management: Microsoft Consulting etc.
7. Product designs & prototypes for next gen ad & ed.
8. Web content management operations and PoC's.

theaustralian.com.au

thedailytelegraph.com.au



Nicholas Roberts

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www.niccolox.com

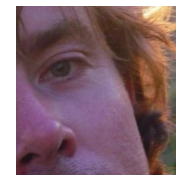
www.linkedin.com/in/niccolo

510 684 8264

San Francisco Bay Area

REMOTE or HYBRID

Australia USA Dual-National



Contacts