

# Roberto Moctezuma

Founder & CEO

Go Roberto Moctezuma is the CEO of Fractal River. He is also the Executive-in-Residence at Station Houston, the Executive-in-Residence at Rice University's Entrepreneurship program and a Growth Advisor to Spruce and Amify.

Roberto began his career as a software developer, cofounded a startup pioneering electronic fund transfers in Mexico that grew to \$50M in revenue, and joined Compaq (acquired by Hewlett-Packard) in 1995.

During the next 15 years, he took on multiple roles of increasing responsibility in eCommerce, sales, marketing, product management, operations, IT and general management. He created Compaq's eCommerce business in all Latin America countries, managed Operations for HP's \$8B direct business in the Americas region, scaled HP's Desktop Solutions Global Business Unit into a \$450M USD global business, and successfully executed the \$240M acquisition and integration of Neoware, Inc.

For the past nine years he has been working with startups, accelerators, universities and venture capital groups to help entrepreneurs grow faster. This includes being a speaker and coach at multiple events including SXSW. He created an accelerator program specifically designed for Impact Ventures, Softtek's intrapreneurship program, and leads the Houston Growth Startups and Houston Social Entrepreneurship meetups.

Roberto continues to code, apply data science to interesting datasets, and play Go and video games as time permits.