

Roberto Moctezuma  
CEO, Fractal River  
Executive-in-Residence, Station Houston

Roberto is an entrepreneur, board member, advisor and angel investor with over 20 years of senior executive experience in the high-tech industry. Roberto is the CEO of Fractal River, a venture studio that help startups create the strategic and operational infrastructure they need to grow faster. Currently, the project taking most of his time is the buildout of Station Houston's infrastructure and offerings through an Executive-in-Residence engagement.

Roberto began his career as a software developer, cofounded a startup pioneering electronic fund transfers in Mexico and later joined Compaq (acquired by Hewlett-Packard), where he spent 15 years in multiple roles. He created HP's eCommerce business in Latin America, managed Operations for HP's \$8B direct business in the Americas region as the Vice President, Americas Volume Direct Operations; scaled HP's Desktop Solutions Global Business Unit into a \$450M USD global business as its Vice President and General Manager and successfully executed the \$240M acquisition and integration of Neoware, Inc.

Roberto is very active in the startup community where he is working with community leaders, mentors, accelerators, angel investor networks & universities to grow the Houston entrepreneurial ecosystem. He has been a speaker and coach for the past few years at SXSW, lectures at the Entrepreneurship MBA at Rice, led Ventures & Innovation for Good Works Houston, a startup accelerator focused on social entrepreneurship, and is the creator of Venture Launchpad, a program to mentor and teach early stage startups.

Roberto lives in Houston with his wife and continues to develop mobile and web-based applications, and create VR games as time permits.