Tommy Roldan

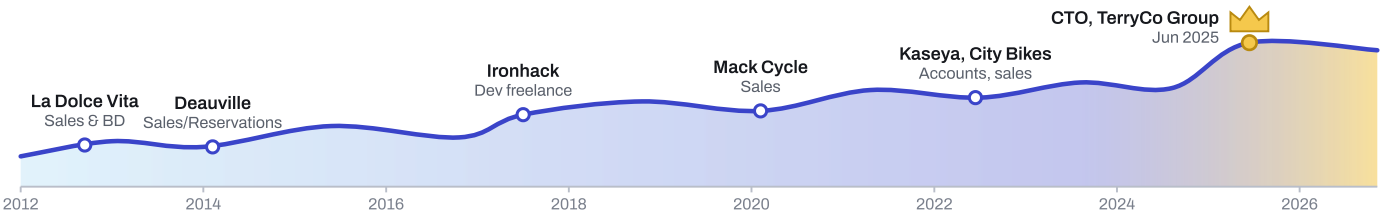
Chief Technology Officer · Head of LATAM Sales

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SUMMARY

CTO at TerryCo Group, responsible for World Resort Rescue, NST Pharma and Clear Care Dental, and Head of LATAM Sales at NST Pharma. Came up through a decade of sales and client work, retrained as a developer, and now designs, builds and runs the group's software personally: a native iOS app on the App Store, member and staff platforms, an in-house CRM, an AI agent operation and more than ten live websites. Equally comfortable in a boardroom pitch and a codebase on the same afternoon.

THE ROUTE SO FAR



EXPERIENCE

Chief Technology Officer

Jun 2025 – Present

TerryCo Group · CTO for World Resort Rescue, NST Pharma and Clear Care Dental · Miami, FL

- **Clear Care Dental iOS App:** shipped the native SwiftUI member app to the App Store (September 2026), with local price checks, treatment plan review, a membership card and a plain-language X-ray explainer.
- **Clear Care Dental Web Portal:** built the member and provider portal and back office (React, Node, Express, PostgreSQL) on one backend shared with the iOS app, including a support queue and a blog manager that publishes through the GitHub API.
- **Clear Care Dental AI Receptionist:** built a bilingual AI phone receptionist on ElevenLabs and Twilio.
- **World Resort Rescue Member Portal:** migrated the member and agent portal (ASP.NET, SQL Server) onto AWS infrastructure the company controls, cut over in October 2026 with scripted deploys and automatic rollback, then extended it with sales reports, membership edits and a partner data feed.
- **World Resort Rescue WhatsApp Support:** bilingual guest support with approved answers, voucher lookup and staff handoff.
- **TerryCo CRM:** replaced HubSpot with a self-hosted CRM built on open-source Comp AI CRM, moving all contacts, companies, deals and notes in a same-day cutover. Outreach agents work its contacts through the API.
- **Social Manager:** built a self-hosted Instagram and Facebook scheduler for the group's brands, with per-brand access, two-factor sign-in, post insights and a comment inbox.
- **Company Websites:** rebuilt terryco.com, nstpharma.com, clearcaredentalgroup.com, clearcaredentalenterprise.com and worldresortrescue.com.

Head of LATAM Sales

Jun 2025 – Present

NST Pharma · Miami, FL

- Develop strategic partnerships across the health, pharmaceutical and beauty sectors to promote NST's proprietary Thinsol technology, including the Latin American market, in Spanish and English.
- Achieved a 25% increase in client engagement through targeted outreach and relationship management.

Builder and Operator, AI Agent Operation

2026 – Present

Little River, family office · Miami, FL · littleriver.site

- Designed and run a roster of 50+ AI agents on an in-house server, handling content, outreach, search visibility, video and support work, with about 50 active scheduled jobs.
- Human approval by design: outgoing emails, posts and replies arrive as cards to approve, deny or send back with notes, and those decisions feed standing rules for the agents.
- Built the command centre, a Mac and Windows desktop app (Electron) covering agents, approvals, analytics, support and every scheduled run, plus a web console where staff work the support queue and assign jobs to agents.
- Built a content pipeline where facts come from an approved vault and automated compliance checks hold drafts for review before anyone publishes.

SELECTED PRODUCTS

WrapMe: real-time 3D vehicle wrap configurator that wrap shops embed on their own sites, with 275 catalog colors from 3M, Avery, Inozetek and Oracal. React, Three.js, Supabase.

Canary: free Windows diagnostic that reads what the hardware actually reports. Built after a vendor utility called a drive "Good" while it sat on 252 unrecoverable read errors. PowerShell, WPF.

AirDJ: live audio broadcasting for traveling DJs. Listeners join from a link or QR code in the browser, peer to peer over WebRTC, with about a second of delay. Next.js, Node.js, Socket.IO.

Rehab Pro: pre-release iPhone app that builds a daily rehab plan around where it hurts and suggests recovery stretches from Apple Health workouts. SwiftUI, SwiftData, HealthKit.

TommyOS: this portfolio, a working Mac desktop in the browser with windows, a dock, Launchpad and an iPhone home screen. Vanilla HTML, CSS and JavaScript (source).

Open source: KOM Memorial and Personal Effort Tracker for Strava cyclists; Hume Band Widget for macOS. **Client and family business sites:** Versatile Custom, Truck Guardian, Roldan Construction.

EARLIER CAREER

Sales Associate, Mack Cycle & Fitness
Jan 2023 – Jun 2025
Advised new and experienced cyclists, resolved warranty cases and grew the customer base.

Associate Account Manager, Kaseya
Jun 2022 – Aug 2022
Primary contact for multiple client accounts: service requests, new accounts and added services.

Freelance Web Developer, Self-Employed
Oct 2017 – Feb 2020
Built client websites from mockups, and ran Google and Facebook campaigns and SEO.

Business Development and Sales, La Dolce Vita with Alexandra Rossi
Sep 2012 – Mar 2014
Prepared sales materials and pursued new business in Latin America and North America.

Sales Associate, City Bikes Miami
Sep 2022 – Jan 2023
Sold high-end bicycles (Pinarello, Cervelo, Colnago, Trek and more) and won new accounts.

Salesperson, Mack Cycle & Fitness
Feb 2020 – Jun 2022
Built lasting customer relationships through product guidance, leads and follow-up.

Sales/Reservations Agent, Deauville Beach Resort
Jan 2014 – Nov 2015
Met sales targets and service standards across in-person, email and phone reservations.

EDUCATION

Full Stack Web Development, Ironhack Miami
2017
400+ hours.

Associate of Arts, Business Management
Dec 2014
Universidad Autonoma del Caribe.

SKILLS

Leadership: technology strategy, platform migrations, build-versus-buy decisions, sales and partnerships, bilingual client work
Languages: JavaScript, TypeScript, Swift, Python, PowerShell, SQL
Web and mobile: React, Next.js, Vite, Node.js, Express, Three.js, WebRTC, SwiftUI, Electron, Shopify
Data and infrastructure: PostgreSQL, SQL Server, Supabase, AWS (EC2, S3, Systems Manager), IIS, Vercel, Cloudflare, GitHub Actions
AI: Claude, OpenClaw, LiteLLM, Ollama, ElevenLabs, ComfyUI, human-in-the-loop agent design