

JOSE ROJAS

Technical Solutions Engineer | API Integration Expertise
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Summary

As a Solutions Engineer, I specialize in partnering with customers to identify challenges, design tailored solutions, and demonstrate product value through impactful presentations and technical demos. With a background in software engineering, product ownership, and technical program management, I bring both hands-on expertise and business acumen to the pre-sales process. I excel at guiding technical evaluations, building proof-of-concepts, and translating complex capabilities into clear, outcome-driven benefits. My goal is to enable customers' success while driving product adoption and long-term partnerships.

Professional Experience

Technical Program Manager - Customer Enablement Technologies | TomTom (Dec 2022 – Present)

- Provided technical leadership and architectural oversight to cross-functional teams, ensuring product initiatives were scalable and aligned with long-term business goals.
- Developed and managed a content roadmap for a portfolio of APIs and SDKs, achieving a 90% completion rate across 4 quarters, driving continuous client support.
- Partnered with sales teams to showcase SDK products to car manufacturers in China and Germany, increasing client interest and contributing to 2 major business deals.
- Directed technical guides program, achieving an 80%+ client satisfaction rate per quarter, supporting successful adoption of digital solutions.

Developer Advocate - TomTom Maps APIs | TomTom (Apr 2019 – Nov 2022)

- Provided hands-on technical guidance and architectural solutions to developers, ensuring seamless API integration and adoption of TomTom Maps APIs and reducing support queries by 25%.
- Created and launched the TomTom Maps APIs YouTube channel and Twitch live coding streams, increasing developer engagement by 30%.
- Authored blog articles, demos, and training materials, improving client onboarding efficiency.
- Represented TomTom at over 10 global events (e.g., TechCrunch Disrupt Berlin, WeAreDevelopers), presenting API solutions to drive customer interest.
- Collaborated with product teams to incorporate developer feedback, enhancing API functionality by 20%.

Product Owner & Senior Software Engineer | TomTom (Apr 2017 – Apr 2019)

- Managed a 7-person team to deliver client library features, ensuring 95% of contracted features were on time.
- Improved feature adoption by 20% through effective backlog management.
- Supported development for mobile and backend applications, implementing UX design for key features.

Expert & Senior Software Engineer | TomTom (May 2010 – Jun 2015)

- Developed and supported iOS/Android APIs, enabling integration for location-based solutions.
- Led the development of an offline-maps solution and the Places app, achieving a 90% client adoption rate.
- Advised and supported third-party developers, enabling them to create mobile applications.

Previous Roles

Founder & Game Developer | Loodico.com (2007 – 2010)

- Founded and developed mobile games, gaining valuable experience in product conception and execution.

Software Developer | Research in Motion, Canada (2000 – 2007)

- Developed and optimized Java and C applications, enhancing usability across mobile applications.
- Secured two patents for innovative user interaction methods.

Education

System Engineer, Software Engineering – Universidad Piloto de Colombia, Bogotá
Diploma in Finance – Pontificia Universidad Javeriana, Bogotá

Skills & Expertise

Solutions Engineering, API Integration, Technical Content Creation, Technical Consulting, Public Speaking, Stakeholder Management

Courses & Certifications

- Certified Scrum Product Owner (CSPO)
- Agile Product Owner Role: Foundations
- Agile Product Owner Role: Techniques
- Product Management Foundations
- Pitching Projects and Products to Executives

Languages

Spanish: Native | English: Fluent | Dutch: Basic