GREG VARGA

Technology leader for customer innovation, cloud architecture & trusted strategy

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EXPERIENCE

Cofounder & CTO

Trovo   📅 05/2019 - Ongoing   📍 Tempe, AZ

- Executive and people leader owning development, platform, and strategy
- Delivered innovative big data ETL pipeline with machine learning insights

Startup Board Advisor

Mixed Reality Rooms   📅 02/2021 - Ongoing   📍 London, UK

- Real plus virtual environments for social 3D experiences and live events

Farmly   📅 01/2020 - Ongoing   📍 San Francisco, CA

- Neighborhood smart IoT gardening for front yard farming and communities

Head of Experience Strategy

Cisco   📅 2015 - 2017   📍 San Jose, CA

- Owned vision and roadmap of Customer Experience Centers in Global Sales
- Launched solution selling and increased close rates, deal size, and NPS

Senior Solutions Architect

Cisco   📅 2013 - 2015   📍 San Jose, CA

- Cofounding architect in the new high-growth Internet of Things Group
- Designed video solutions of IoT devices, services, and industrial partners

Technical Leader

Cisco   📅 2010 - 2013   📍 San Jose, CA

- Evangelist for Physical Security and grew revenue of video portfolio by 300%
- Owned go-to-market strategy, lighthouse accounts, and partner integration

Director of Engineering

QualVu   📅 2007 - 2010   📍 Denver, CO

- Digitized market research with audio/video/data analytics as Engineer #1
- Iterated rapidly into market fit for $3.5M revenue in 2 years, later acquired

Founder & Principal Architect

GAV Networks   📅 2002 - 2007   📍 Denver, CO

- Spearheaded full-stack cloud services for 5 years of MRR growth, acquired

Director of Technology

helloNetwork   📅 1999 - 2002   📍 Las Vegas & Tokyo

- Architect and people leader in growth-stage streaming media SaaS startup

Software Engineer

Broadware   📅 1995 - 1999   📍 Cupertino, CA

- Engineer #1 at angel-funded streaming video startup acquired by Cisco
- Innovated media players, camera control, and global webcast network

ACHIEVEMENTS

🌐 **Digitized the Selling Experience**
For global sales force with 25k demo experiences per year to executive audiences that drove $50B in revenue

📈 **Created IoT Market**
Owned "IoT Playbook" the #1 sales tool with business outcome-based GTM strategy to grow new business to $1B in 3 years

⭐ **Thought Leadership**
Expert for Cisco Video & IoT certifications
Speaker at industry events & summits
Orchestrated visionary keynote demos

🏆 **Collaboration & Teamwork**
Committed to mentoring diverse teams in leading by example for high-performance culture with 4 acquired startups

💡 **Product Innovations**
Pioneered streaming web video
Disrupted broadcast & security industries
Built world's 1st mobile streaming service

EXPERTISE

Software Engineering	Cloud Services
Solutions Architecture	Video Systems
Business Development	Product Strategy
IP Networking	Internet of Things
Machine Learning	Big Data Pipelines
Customer Experience	Executive Briefings

EDUCATION

Computer Science & Mathematics

Kent State University