ISAAC SERRANO-SANDOVAL

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PROFILE

Technology leader with 30+ years of experience building and managing IT systems, teams, and digital infrastructure across the U.S. and Mexico. Hands-on Director of Technology with a track record of designing secure, scalable web and server environments, leading cross-border teams, and integrating emerging technologies — including AI tools — to drive real business outcomes. Strong background in full-stack development, cloud infrastructure, QuickBase application development, and IT operations, with the leadership skills to bridge technical work with business needs.

TECHNICAL SKILLS

AI & Automation: AI model integration, QuickBase, workflow automation, process optimization

Web Development: PHP, HTML5, JavaScript, CSS, WordPress, Apache, SEO, E-commerce

Cloud & Infrastructure: Linux, DigitalOcean, Cloudflare, DNS, TCP/IP, VoIP, server administration

Databases & Security: MySQL, SQL, information security, access management

Platforms & Tools: Google Workspace (300+ accounts), DocuSign, Git, Google Analytics

PROFESSIONAL EXPERIENCE

Python Holdings / ODDS Marketing / BrightBox Inc. — Houston, TX. April 2014 – Present

Director of Technology

Provide IT leadership and technical direction across a multi-company holding group, overseeing infrastructure, security, development, and digital operations.

- Integrated AI tools and built custom automation workflows that reduced manual processes and improved team efficiency across multiple business units.
- Led QuickBase development end-to-end — translating business requirements into intuitive applications, dashboards, and reports used daily across the organization.
- Designed and deployed a secure email infrastructure supporting 300+ accounts across 10 Google Workspace instances, significantly reducing phishing exposure.
- Built the company's web infrastructure from the ground up using individual servers, CDNs, Cloudflare, and firewalls — improving security and uptime across all client sites.
- Developed and launched multiple e-commerce and marketing websites using PHP, HTML5, JavaScript, CSS, and WordPress, optimized for speed and SEO.
- Hardened existing sites against hacker attacks, measurably reducing attack surface through security layers and revamped configurations.
- Deployed and managed servers in DigitalOcean from initial acquisition to final delivery, handling all configuration, tuning, and ongoing maintenance.
- Trained 30+ staff members on internal web systems, enabling them to independently handle routine updates without IT involvement.
- Managed cross-border teams in Mexico and India — setting clear goals, monitoring performance, resolving conflicts, and fostering an open communication culture.
- Oversaw all IT security and administration across the entire holding group.

Vinco Orbis Proyectos — Mexico City, Mexico. December 2007 – April 2014

Systems Development Manager

Computer services company delivering web development, hosting, and server maintenance for corporate clients.

- Provided IT project leadership for major international corporations including Aeromexico, Suzuki, and Chili's Restaurants, among dozens of others.

- Managed full-stack web development and server administration across a diverse portfolio, telecommuting between Mexico City and the U.S. to support client needs.

HSBC — Mexico City, Mexico. 2005 – 2006

Quality Assurance Senior Analyst

- Coordinated and implemented the CAM (Customer Access Model) and set up UAT environments for the CEi (Entrepreneurial Internet Connection) initiative.
- Supported concurrent projects including TREATS (Treasure) and LEAP, managing environment setup and workgroup coordination across multiple teams.

Scouts Association of Mexico, A.C. — Mexico City, Mexico. 2003 – 2005

Systems Development Manager

- Developed the National Registration System, boosting national membership registrations by 14% and cutting phone complaints by 60% through automation and system restructuring.
- Implemented a security project that eliminated virus and spyware bottlenecks, achieving a 45% drop in bandwidth misuse and transforming a slow operation into a fast, efficient one.
- Implemented an emergency contingency plan that restored internet services within 3 hours of any failure.
- Directed the full restructure of web, email, and file servers.

Impulso Innovations — Mexico City, Mexico. 2003 – 2004

Producer Engineer

- Managed Internet portal design in PHP/MySQL and significantly reduced construction time by leveraging Yahoo Portal Builder.
- Maintained production servers for DNS and email.

Ticketmaster — Mexico City, Mexico. 2002 – 2003

Network Operations Center Coordinator

- Developed Ticketmaster's Intranet and managed all online servers, including installation, configuration, backups, and systems migration.

GE Capital — Moberly, MO. 2001 – 2002

Senior User Support Manager

- Managed IT infrastructure and user support including server installation, networking, hardware, and software across the organization.

EDUCATION

Bachelor's Degree, Systems Engineering Mexico City, Mexico

Universidad del Valle de México