

# XAVIER GONZALEZ

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Texas State Technical College - A.A.S. Computer Science & Software Development, 2010

## Professional Summary

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Highly analytical and client-centric professional with 10+ years of experience in SaaS and web technologies, adept at bridging technical complexities with business objectives. Proven ability to drive product adoption, manage complex projects, and optimize customer success through cross-functional collaboration and strategic planning.

## Key Skills

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**Product & Program Management:** Requirements Gathering, Cross-Functional Leadership, Stakeholder Management, Project Planning & Execution, Process Optimization, Technical Implementations, Data Analysis, JIRA, Confluence, Trello

**Technical & Business Acumen:** SaaS Integrations, API Management, Web Technologies (HTML/CSS, WordPress, XML, JSON, Python, PHP), Troubleshooting, Client Enablement, Strategic Planning, Customer Success, Consulting, Advanced AI Prompting (ChatGPT, Google Gemini)

## Experience

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### Braze

Technical Account Manager **Oct 2025 – Present**

**Austin, TX (Hybrid)**

- Serve as the primary technical and strategic partner for a portfolio of enterprise accounts, driving platform adoption and retention by guiding complex implementations, creating architectural governance, and acting as the key liaison between clients and internal Product teams.

### Bazaarvoice

Technical Account Manager **Nov 2021 – Sept 2025**

**Austin, TX (Remote)**

- Drove long-term success and retention for a portfolio of enterprise accounts by serving as their primary strategic advisor and leading cross-functional teams (Product, Engineering, Sales) to resolve high-priority technical escalations.

### Threshold Agency

Web Developer **Mar 2019 – Nov 2021**

**Austin, TX (Hybrid)**

- Built and deployed lead-generating WordPress sites for real estate professionals, directly contributing to an enhanced online presence and increased property inquiries.

### Bazaarvoice

Technical Consultant **Nov 2017 – Nov 2018**

**Austin, TX (On-site)**

- Consulted with client business and technical stakeholders to architect implementation strategies and recommend best practices, ensuring successful product adoption and integration.

**Bazaarvoice**

Implementation Engineer Jul 2014 – Nov 2017

Austin, TX (On-site)

- Orchestrated all technical configuration, migration, and validation tasks for client implementations, creating streamlined workflows that improved time-to-value for new clients.

**Volusion**

Front-End Developer Feb 2012 – Jun 2014

Austin, TX (On-site)

- Engineered conversion-focused user interfaces in partnership with designers and clients, leading to a notable increase in user engagement.