


Aaron Roubitchek · 2nd

Google by day, Ponto Footwear by night

United States · [Contact info](#)


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 1 mutual connection: Jay Hastings

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 **Ponto Footwear**





 **University of California, Los Angeles**

Featured




Ponto Footwear is officially live! I recently wrote a blog post, titled "Dear World, Love Ponto", addressing what this launch has meant for me personally, specifically in the backdrop of 2020. Give it a read using the link at the bottom of this post...

Ponto Footwear
pontofootwear.com · 2 min read

 92 · 9 comments

Experience




Founder & CEO

Ponto Footwear

Jul 2018 – Present · 3 yrs

Encinitas, California, United States



Google

4 yrs 5 mos

Senior YouTube Product Specialist - Agency

Full-time

Oct 2020 – Present · 9 mos

New York City Metropolitan Area

Creative Resident - YouTube Creative Works

Apr 2021 – Present · 3 mos

People Pillar Committee Chair - Resilience and Wellness Programs

Feb 2021 – Present · 5 mos

YouTube Product Specialist - Agency

Jan 2019 – Oct 2020 · 1 yr 10 mos

Greater New York City Area

Senior New Business Account Executive

https://www.linkedin.com/in/aaron-roubitchek-a1b13349/

1/4

Nov 2018 – Dec 2018 · 2 mos
San Francisco Bay Area

20% Account Manager - US Elections

Jul 2018 – Nov 2018 · 5 mos

New Business Account Executive

Feb 2017 – Nov 2018 · 1 yr 10 mos
Mountain View

Show fewer roles ^

**Accelerator Participant**

Newchip Accelerator
May 2021 – Present · 2 mos

**Member**

Continuous Collective
Mar 2020 – Present · 1 yr 4 mos
San Diego, California, United States

**Accelerator Graduate**

San Diego Sport Innovators (SDSI)
Aug 2020 – Feb 2021 · 7 mos
San Diego, California, United States

**Guest Lecturer**

Fashion Institute of Technology
Nov 2019 – Aug 2020 · 10 mos
New York City Metropolitan Area

**LinkedIn**

1 yr 4 mos

Sales Solutions Consultant

Apr 2016 – Dec 2016 · 9 mos
San Francisco Bay Area

Business Leadership Program Associate

Sep 2015 – Apr 2016 · 8 mos
San Francisco Bay Area

**Co-Founder // Business Development**

ENDVRS

May 2014 – Sep 2015 · 1 yr 5 mos
Greater Los Angeles Area

- Pitched and got accepted into the StartUp UCLA Summer Accelerator.
 - Received funding and resources from the Accelerator Program to launch the company.
 - Delivered the investor pitch to venture capital groups in Silicon Valley including Lightspeed Venture Partners, DFJ, and Rothenberg Ventures.
- ...see more



ENDVRS



Startup UCLA Summer
Accelerator Demo Da...

**eyesFinder**

1 yr 4 mos

Sales/Business Development

Jun 2014 – Sep 2014 · 4 mos
Westlake Village, CA

- Manages sales activity for the entire mobile app development customer segment.
- Authors the sales materials for the mobile app development customer segment.
- Writes evergreen content for the eyesFinder webpage and SEO campaign.

Marketing Ace

Jun 2013 – Jun 2014 · 1 yr 1 mo

Westlake Village

- Co-wrote the beta-test plan for the eyesFinder mobile application prototype.
 - Pitched the eyesFinder product model to potential collaborators to enlist them as either advertisers or partners.
 - Co-wrote and compiled the content for the eyesFinder website.
- [...see more](#)

**Senior Business Administration Intern**

SoCalGas

Sep 2013 – Dec 2013 · 4 mos

Greater Los Angeles Area

- Performed data extractions in SAS Enterprise Guide to compile data sets of relevant information about Mover Services customer demographics and natural gas usage.
 - Generated christmas tree analysis models to assess Mover Services customer trends along a variety of metrics.
- [...see more](#)

[Show fewer experiences](#) ^**Education****University of California, Los Angeles**

Bachelor of Arts (B.A.), Economics

Activities and Societies: UCLA Undergraduate Admissions and Relations with Schools and The Pediatric Aids Coalition

Licenses & certifications**LinkedIn Certified Professional–Recruiter**

LinkedIn Certification

Issued Nov 2015 · Expired Nov 2017

[See credential](#)**Skills & endorsements****Public Speaking** · 64Endorsed by **Shayne Walton** and **8 others** who

are highly skilled at this

Endorsed by **7 of Aaron's colleagues** at Google**Leadership** · 34Endorsed by **Eduardo Kielmanowicz** and **2 others** who are highly skilled at thisEndorsed by **4 of Aaron's colleagues** at Google**Marketing** · 30Endorsed by **Blaire Bender**, who is highly skilled at thisEndorsed by **3 of Aaron's colleagues** at Google[Show more](#) v

