

**Aaron Roubitchek** · 2nd  
 Google by day, Ponto Footwear by night  
 United States · [Contact info](#)

 Ponto Footwear

 University of California, Los Angeles

500+ connections

 1 mutual connection: Jay Hastings

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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**

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



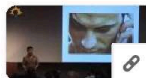
**Co-Founder // Business Development**

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** · 64

Endorsed by **Shayne Walton and 8 others** who



are highly skilled at this

Endorsed by **7 of Aaron's colleagues** at Google



**Leadership** · 34



Endorsed by **Eduardo Kielmanowicz and 2 others** who are highly skilled at this



Endorsed by **4 of Aaron's colleagues** at Google

**Marketing** · 30



Endorsed by **Blaire Bender, who is highly skilled** at this



Endorsed by **3 of Aaron's colleagues** at Google

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