

ROB VILLENEUVE

OBJECTIVE:

To create a positive impact through values-based leadership. I build inspired and motivated teams through nurturing interpersonal relationships. I thrive in roles that evoke my entrepreneurial spirit, natural leadership ability, and collaborative instinct. I have a strong track record of success through leading, building, operating, and growing Software as a Service (SaaS) businesses and services.

SUMMARY OF QUALIFICATIONS:

- 11 years as CEO leading a 50+ person company, with responsibility for vision, strategy, and P&L
- Recognized for building strong cultures, collaborative workspaces, and highly effective teams
- 20+ years as a technical leader driving the launch and growth of SaaS products
- Multiple roles with direct responsibility for technology strategy, cloud infrastructure operations, cybersecurity, Corporate IT modernization and information management functions
- 12 years as a not-for-profit board chair, vice-chair, and director, developing strong leadership, facilitation, partnership, and consensus-building skills

RECENT EXPERIENCE:

ONIK.io

July 2023 - Present

Founder, CEO, CTO

Bootstrapped SaaS company focused on improving website speed, reliability, and conversion for agencies, hosting providers, organizations, and e-commerce brands.

Accomplishments include:

- Bootstrapped ONIK from concept to product, including vision, positioning, and brand identity
- Won the Invest Ottawa Ignition PitchFest grant
- Built and led a cloud-native SaaS platform on AWS, defining architecture, infrastructure, data, security, and operational standards
- Led adoption of AI-assisted development, safely launching AI-coded features and incorporating AI into ONIK's product capabilities
- Scaled the platform to test more than 5 million pages per month while supporting performance, reliability, and operational visibility
- Led business development including trade show presence, stage appearances, social video content, podcast interviews, and webinars promoting web performance
- Established modern cloud architecture across containers, serverless, event-driven systems, CDN/edge, and infrastructure as code

Wicket.io

October 2021 - July 2023

Chief Technology Officer
Reported to CEO, Co-Founder

Wicket.io is a member data platform enabling associations to seamlessly manage and share key member data between third-party SaaS tools. Wicket is a bootstrapped SaaS startup in the early growth stage.

Accomplishments include:

- Partnered with the executive team on strategic planning, operational planning, and accountability, helping scale the business from 5 to 35 customers and \$1M ARR
- Rebuilt the product development team from a state of low eNPS, dissatisfaction, and unproductive behaviour into a highly effective, engaged, and resilient team. Achieved an eNPS of +75 and earned Great Place to Work recognition.
- Successfully led cross-department, cross-company initiatives with multiple stakeholders in a complex matrixed environment by building relationships, partnerships, and aligned strategies.
- Led the product team in automating, standardizing, and prioritizing user self-service, reducing customer setup costs and implementation timelines by 80%.
- Led the Data Science team in launching a machine learning-based data quality and correction service, creating a new revenue stream and reducing data feedback cycles by 3x.
- Introduced low-code, serverless, event-streaming, and iPaaS architectures, reducing the delivery time and complexity of new API integrations from months to days.
- Launched an integration developer partner program that enabled third-party developers and drove 5x growth in API integrations released per year.
- Directly managed technology vendors and partners including selection, negotiations, contracting, service agreements, and lifecycles.

Rebel.com

January 2010 - October 2021

Chief Executive Officer
Reported to Ownership

Rebel.com is a web host and domain registrar who creates simple tools to empower participation in the world's bravest communication space: the Internet. Rebel's 50+ staff served millions of domain registrations and subscriptions to 100,000 customers from around the world.

Accomplishments include:

- Rebuilt Rebel's identity and culture with the senior leadership team, raising employee engagement, improving Glassdoor ratings from 1.0 to 4.5, increasing retention, and earning Great Place to Work recognition.
- Implemented strategic planning, operational planning, and quarterly objectives, reversing 10% YoY revenue decline into 10% YoY growth and improving profitability from negative net income to margins exceeding 20%.

- Drove Modern Agile transformation centered on customer value and rapid experimentation, leading to multiple profitable product launches.
- Directed full migration from on-premise infrastructure to AWS, improving reliability, security, SLA performance, and operational scalability.
- Transformed customer service performance to sub-1-minute wait times and 85%+ first-contact resolution, helping achieve a 4.5-star customer rating, +35 NPS, and multiple service excellence awards.
- Oversight of strategies and delivery of internal infrastructure, core platform, and enterprise technology
- Oversight of enterprise security, corporate IT, risk management and compliance functions
- Directly responsible for high availability, fault tolerant service delivery, and incident response.
- Responsible for network architecture, PCI compliance, GDPR compliance, and cybersecurity audits and certifications.
- Contributed to industry policy development through active participation in industry working groups and attended 25+ ICANN conferences.
- Direct leadership of Development and IT teams including software, networking, infrastructure, security, network operations center, and support teams.

CIRA

October 2013 - October 2022
October 2023 - Present

Director, Vice-Chair, Chair
Board of Directors

CIRA is the not-for-profit organization that operates the .CA domain registry on behalf of Canadians, with 3.5 million registered domains and \$40 million in annual revenue. CIRA is governed by a member-elected Board of Directors.

Accomplishments Include:

- Elected by my peers to serve as Board Chair in October 2025
- Elected by my peers to serve as Board Vice-Chair from 2017 - 2021
- Chaired the Strategic Planning Committee to align directors with management on CIRA's mission, vision, strategy, and operational plans.
- Chaired the Market and Service Strategy Committee with oversight of new product strategy, service reliability, risk management, and cybersecurity. Co-Developed Risk Tolerance and Appetite matrices to function as policies and guidelines for new initiatives.
- Chaired the Community Investment and Grant Selection Committees responsible for awarding over \$1 million dollars annually to net good initiatives.
- Chaired the Compensation and Review Committee with oversight of Sr Leadership, executive, and HR functions.

OTHER WORK EXPERIENCE:

76 Design/Thornley Fallis Communications May 2008 - January 2010

Lead Software and Web Application Developer

RaceDV Inc. October 2006 - May 2008

Co-Founder and Lead Software Application Developer

Computar Inc. September 2001 - October 2006

Web Application and Software Developer

HIGHLIGHTED AWARDS, TRAINING, AND OTHER EXPERIENCE:

- Ottawa Business Journal Top 40 Under 40
- Employee of the Year
- Invest Ottawa Ignition Pitchfest Award and Grant
- Speaker and MC for events with audiences of 1,000+
- Multiple corporate awards for HR, culture, including Great Place to Work and Customer Support Centre of the year.
- 5+ years of CEO peer group participation and executive coaching through TEC Canada
- Certified Agile Leader, Agile Coach, Product Owner, and Scrum Master
- Featured on CBC Radio and multiple podcasts
- Published contributor to Entrepreneur.com and WeWork.com

RECENT TECHNICAL COMPETENCIES:

- AI Agent led and AI assisted software development patterns
- AWS cloud architecture across traditional and modern patterns, including infrastructure as code, containers, serverless, data platforms, security, and cloud observability
- Product and software development lifecycles
- Cloud and Big Data with SQL, NoSql, Document, and Warehousing databases
- Application resiliency, monitoring, business continuity, and disaster recovery
- Software security, privacy, cybersecurity, and compliance oversight
- API, Low-code, no-code, and iPaaS platforms
- Modern web application development with React, Next.js, and serverless Node.js

EDUCATION:

Bachelor of Computer Science (B.C.S.) with High Honours, Carleton University, 2004

ACTIVITIES AND INTERESTS:

Family, friends, coaching, hockey, guitar, golf, skiing, biking, fitness training, 1/2 marathons