

ANDRES ELIZONDO

PRODUCT LEAD · ENGINEER, FOUNDER & MANAGER

THE RANDSTAD, THE NETHERLANDS · OPEN TO RELOCATE TO THE BAY AREA

andelizondo@outlook.com · andelizondo.com · linkedin.com/in/andelizondo · github.com/andelizondo

ABOUT

Product lead with 17 years across software engineering, product management, UX, startup founding, business strategy, enterprise services, and team management.

Built and launched Salto IDM in 40+ countries, a complete Identity & Access Management product portfolio for Salto, one of the top 10 companies in smart locking technologies worldwide.

Founded a venue pre-ordering startup that processed €210K+ in the first year, signed a contract with the Amsterdam Arena, and learned the hard way about product-market fit and timing during the COVID pandemic.

Architected and developed enterprise systems used for finance, audit and automation in HP and Microsoft.

Building the AI-Native Framework as an exploration project on how product-led companies can use governed agentic work to turn AI into a repeatable source of product value and growth.

SELECTED PROJECT

<https://ai-native-framework.app> · github.com/andelizondo/ai-native-framework

INDEPENDENT · CLAUDE CODE · CODEX · CURSOR

2026 – PRESENT

- **AI-Native Framework.** What happens when a company runs every function, not just engineering, as governed agentic work? An AI-native operating system for building and running product-led companies.

EXPERIENCE

SALTO IDENTITY SOLUTIONS · UTRECHT, THE NETHERLANDS

• PRODUCT LEAD, IDENTITY MANAGEMENT

2025 – PRESENT

- **Category leadership.** Own Salto's Identity Management product category worldwide, leading strategy, roadmap, commercialization, GTM, and cross-functional execution across global markets.
- **Product portfolio.** Expanded the Salto IDM product family into a layered portfolio using a master brand, validating the commercial strategy and technical architecture with global executive leaders.
- **Operating model.** Built the KPI and data framework covering roadmap delivery, release quality, support readiness, product marketing impact, and product revenue, aligning company strategy and go-to-market.

• TECHNICAL PRODUCT MANAGER

2021 – 2025

- **Global product launch.** Led the launch of Salto IDM as a Physical Identity and Access Management product end to end: strategy, go-to-market, pricing, sales enablement, competitor research, documentation, and stakeholder alignment across a multinational organization.
- **Business acquisition.** Took part in the Salto acquisition discussions as the technical and product voice. Adapted a scale-up product into a multinational with partner and reseller channels, mature processes, and multiple business units, keeping customer focus while delegating hands-on engineering.

• SENIOR LEAD DEVELOPER

2020 – 2021

- **Built the platform.** Designed, architected, coded and deployed the SaaS platform that became the company's product foundation, moving from a project-based business toward product-oriented value.
- **Built the team.** Ran technical hiring, evaluated candidates, and onboarded developers onto the team, two of whom went on to become its Product Owner and Software Architect.

BITZ · AMSTERDAM, THE NETHERLANDS

• CO-FOUNDER & PRODUCT LEAD

2018 – 2020

- **Founded a product from zero.** Built the MVP, architecture, roadmap, and business plan for a mobile pre-ordering product for festivals and venues. Accepted into Startupbootcamp, winner in the Johan Cruijff ArenA “Change the Game” program, and chosen as one of its tech suppliers to run the solution at the stadium.
- **Learned product-market reality.** Processed over €210K in orders in the first year with clients across events, restaurants, and bars, before COVID closed those markets. This led to a responsible wind-down under SLA.
- It remains the most complete product lesson of my career: timing, business model, network and market structure decide outcomes alongside the product itself.

CXO SOFTWARE · UTRECHT, THE NETHERLANDS

• SOFTWARE ENGINEER

2016 – 2018

- **Engineering with UX.** Built a financial-dashboard product using the full stack (C# .NET, ReactJS, AngularJS), and grew in collaboration with the design team to define how the product looked, felt, and worked.
- **Emerging tech.** Began building with Solidity (Ethereum) as a side project, which seeded the Bitz startup.

HEWLETT PACKARD ENTERPRISE · SAN JOSÉ, COSTA RICA

• SOFTWARE ENGINEER

2011 – 2015

- **Regional financial software.** Managed the full project implementation for the ITO CenAm Financial Tool to manage confidential results for executives across HP’s ITO Central America and Caribbean. It involved multiple countries and teams requiring remote collaboration, requirements gathering, and communication.
- **Enterprise automation and audit.** Built the Reconciliation Audit System for SOX applications used worldwide in stock trading. It automatically reconciled, validated and flagged thousands of IT access control changes.

MICROSOFT · SAN JOSÉ, COSTA RICA

• TECHNICAL ENGINEER

2009 – 2010

- **Deployment at scale.** Supported Microsoft clients with large-scale automated deployments of Microsoft products, including Windows Vista and Office 2007. Assisted public institutions and banks with software update implementation, knowledge transfer, and escalation support for senior technical engineers.

EDUCATION

UNIVERSITY OF AMSTERDAM

• MSC INFORMATION STUDIES, HUMAN-CENTERED MULTIMEDIA

2015 – 2016

- **Designing and Evaluating Iter.** A human-centered carpooling application, studying how design builds trust, safety, and belonging within a closed community during a UX design internship at Pernix.

TECNOLÓGICO DE COSTA RICA (TEC)

• BSC COMPUTER ENGINEERING

2008 – 2014

- **Web Service Integration in N-Layered Software Architectures.** Research focused on improving software scalability, maintainability, and component reusability through the use of a Service Layer.

SKILLS & CREDENTIALS

- **Product.** Product strategy and roadmap, go-to-market, portfolio and platform architecture
- **Management.** Business models, KPIs, cross-functional and executive alignment, hiring and team building.
- **Engineer.** Full-stack development (C# .NET, ReactJS, SQL), UX design, SaaS architecture, agentic AI.
- **Certifications.** Mind the Product – Product-led Courses. PMI – Project Management Certified (CAPM).
- **Languages.** English, Spanish (native), Dutch (conversational).
- **Hobbies.** Freestyle snowboarding, strategy board games, live music, travel, tech.