

Aaron Geiser

Santa Fe, New Mexico

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Professional Summary

Technology executive with 15+ years of experience leading engineering teams, driving digital transformation, and delivering innovative solutions across diverse industries. Proven track record in building high-performing teams, architecting scalable systems, and partnering with business leaders to align technical strategy with organizational goals. Expertise spans from early-stage startups to Fortune 500 enterprises, with deep experience in product development, system architecture, and technology leadership. Adept at working with creative teams and overseeing complex productions, bringing together technical expertise and creative vision to deliver impactful experiences.

Professional Experience

Founder, Executive Director | Relay Santa Fe

2025 – Present | Santa Fe, New Mexico

- Oversee all operations, marketing, and production activities for an emerging community-focused arts organization
- Lead community and volunteer organizing efforts to build engagement and to support the overall mission
- Event production and technical direction for community programs and initiatives
- Manage fundraising strategy and administration
- Implement organizational infrastructure and processes to support sustainable growth and community impact

Director of Engineering | Metalab

July 2022 – July 2026 | Santa Fe, New Mexico (Remote)

- Led multidisciplinary engineering teams across diverse client engagements, supporting both early-stage startups and established brands in bringing new digital products to market, from initial launch through scaling for growth and adoption
- Partnered with clients, product strategists, and design leaders to define technical direction, assess feasibility, identify risks, and ensure alignment between business goals and technical execution
- Supported business development efforts by contributing technical expertise during early sales and scoping conversations, helping shape delivery approaches, estimates, and team structures
- Hired, mentored, and managed a diverse team of engineers, fostering a collaborative and inclusive environment focused on craft, growth, and high-quality delivery
- Collaborated with leaders across functions to strengthen team health, evolve delivery practices, and advance Metalab's engineering discipline in support of a growing portfolio of client partnerships

Director of Technology | frog

November 2021 – July 2022 | Austin, Texas (Hybrid)

- Co-managed technology department alongside other directors and executive leaders, driving continuous improvement and evolving technology capabilities to improve delivery and meet client needs
- Contributed to business development and sales engineering efforts by offering expertise and perspective on how teams approach and deliver work, assessing potential risks and highlighting opportunities to maximize delivery value
- Hired and managed teams of talented engineers and creative technologists, fostering a collaborative environment where individuals can further develop their skills and grow in their practice

Associate Director of Technology | frog

July 2020 – November 2021 | Austin, Texas (Hybrid)

- Led the development and delivery of a wide range of digital products including web application experiences, web services, design systems, component libraries, and functional prototypes for globally recognized clients across healthcare, fintech, personal computing, insurance, and energy industries
- Facilitated technology assessments, gap analysis, and evaluations, providing strategic technical guidance to help clients adapt and position themselves effectively in rapidly evolving markets

Vice President of Technology | Meow Wolf

October 2018 – April 2020 | Albuquerque-Santa Fe Metropolitan Area

- Led the development and implementation of new solutions across the organization and managed core technical IP and infrastructure
- Built and led high-performing technical teams including IT operations, digital operations, developer operations, software engineering, and R&D in emerging media and technology
- Influenced overall business strategy, new initiatives, and process improvements by partnering with executives across the organization
- Impacted long-term growth by developing strategic partnerships and vendor relationships

System Architect | Meow Wolf

April 2018 – October 2018 | Albuquerque-Santa Fe Metropolitan Area

- Produced technical specifications for in-exhibit interactive gameplay by organizing and leading cross-functional workshops and requirements gathering sessions
- Analyzed and delivered solutions and enhancements to corporate infrastructure to drive continuous improvement and support a rapid growth business model
- Led the design and procurement of robust, flexible, integrated hardware systems for indoor and outdoor kiosks and touch interfaces
- Explored enhancements to the guest experience of future exhibits by overseeing development and execution of interactive prototypes and playtests

Senior Solutions Architect | frog

August 2017 – May 2018 | Austin, Texas Metropolitan Area

- Designed system and solution architecture for Fortune 500 clients
- Performed gap analysis on client's existing architecture, identifying challenges and solutions
- Delivered next-generation products to clients; identified user requirements and collaborated to develop interaction models, wireframes, mockups, prototypes, and POCs
- Drove client revenue growth by analyzing market trends, researching emerging technologies, identifying opportunities, and designing solutions
- Presented deliverables and participated in architectural discussions with clients to ensure successful knowledge transfer

Solutions Architect | frog

June 2016 – August 2017 | Austin, Texas Metropolitan Area

- Designed and implemented solution architectures for enterprise clients across multiple industries

Senior Software Engineer | Apple

October 2015 – June 2016 | Austin, Texas Metropolitan Area

- Improved and automated critical business processes by designing and developing full-stack software applications and prototypes
- Delivered data-driven insights to business stakeholders and end users leveraging one of the largest Teradata instances in the world to analyze critical business data
- Served as Technical Project Manager leading requirements gathering sessions, presenting demos to business users, managing scope and timeline, and delivering status updates
- Delivered enhancements to shared libraries, developer tools, and internal applications

Software Engineer | Apple

July 2014 – October 2015 | Austin, Texas Metropolitan Area

- Developed full-stack software applications and contributed to critical business process automation

Technical Lead | Local Plant Source, Inc

November 2013 – July 2014 | Austin, Texas Metropolitan Area

- Designed, planned, and executed initial release of core product leveraging the Laravel framework
- Hired and managed developers to execute project plans
- Developed continuous integration workflow and automated deployment infrastructure
- Coached team on practicing lean Agile methodologies and planning for future releases

Founder, Executive Director | Pulsar Web Works

January 2009 – June 2014 | Austin, Texas

- Oversaw distributed team delivering web solutions to hundreds of clients
- Designed and developed e-commerce solutions, CMS websites, and web applications
- Drove business and revenue growth year-over-year

Core Competencies

- Leadership & Team Building
- Technology Strategy & Digital Transformation
- System & Solution Architecture
- Product Development & Delivery
- Business Development & Client Partnerships
- Technical Staff Management & Mentorship
- Strategic Planning & Technology Consulting
- Agile Methodologies & Continuous Delivery
- Full-Stack Development & Web Applications

Education

Columbus College of Art & Design

BFA, Media Studies | 2003 – 2006

Madison Media Institute

Media Studies | 2001 – 2002

Austin Community College

2011