JUAN VEGARRA

Chief Revenue Officer & Acting Chief Financial Officer | VerAvanti, Inc.

Bellevue, WA | (425) 246-8496 | juan@juanvegarra.com | linkedin.com/in/juan-vegarra | juanvegarra.com

VALUE CREATION

320x
SEED RETURN, VENA RESOURCES

$95M+
RAISED ACROSS COMPANIES

$160M
PEAK MARKET CAP, TSX: VEM

$1B
MICROSOFT CHANNEL PROGRAM

10x+
TOP ANGEL EXIT, 3 REALIZED

TRANSACTION RECORD

2024-25 $36.5M VerAvanti Series A and extension

2003-16 $54M Vena private placements on three continents; TSXV to TSX graduation

2003-16 $15M+ non-dilutive Vena JVs with global majors: Cameco (uranium), Gold Fields (gold), Trafigura (base metals)

2021-22 $18M in exclusive distribution minimums across four territories, Oxford Immune

Recurring playbook: pair capital with strategic distribution rights to cut dilution and de-risk entry.

SELECTED EXITS

Peruvian FinTech sold to Experian

Andean broadband sold to a large foreign industrial group

Enterprise-security platform acquired

Three realized exits, 6.5x to 10x+, across a twelve-company portfolio; every position underwritten as high risk, high reward.

BOARD SERVICE

Vena Resources (TSX: VEM) Chairman and CEO, 2003-2016

Azincourt Resources Director

VuSay Technologies Director, 2016-17

RewardStream Board Advisor

Pacific Diabetes Technologies Advisory Board, current

EDUCATION

Executive MBA, 1999-2001 Foster School of Business, University of Washington

Created and taught a technology management class for EMBA students immediately after graduating (2001-02).

Graduate study toward an MSEE Telecommunications & Computers, George Washington University

BS, Electrical Engineering, 1984
University of Maryland

AFFILIATIONS & LANGUAGES

UW Foster Ascend Program Mentor, supporting minority-owned business scaling

Operating executive and company builder whose record begins in medical data: 1986, GWU Medical School, the software developer on the ICU Research team whose core deliverable was the APACHE Score. Four decades later the career has returned to where it started, having created shareholder value across MedTech, technology, and natural resources, from inception through public listing and strategic exit, on three continents and in two languages. The pattern across every chapter is the same: enter an industry without incumbent credentials, apply generalist operating discipline, institutionalize the value that talent alone had been carrying, and leave the enterprise stronger than the individuals who built it. Currently holds a **dual C-suite mandate as Chief Revenue Officer and Acting CFO at VerAvanti**, owning the financial plan, investor data room, regulatory pathway architecture, and the complete commercial launch program.

EXPERIENCE

VerAvanti, Inc. - Bothell, WA | Chief Revenue Officer & Acting CFO — 2024 - Present

Pre-commercial MedTech company building the hardware-enabled AI platform for interventional imaging. Joined at Series A as Chief Marketing Officer to build the brand, digital presence, and fundraise readiness; once operational, moved to CRO and Acting CFO, a mandate spanning revenue, finance, capital markets, regulatory strategy, and international expansion. Reports to the CEO and Chairman with direct board interaction.

- **Financial stewardship:** author and owner of the five-year operating plan and monthly operating model; rebuilt the revenue model on a vintage-aware cohort basis after identifying and correcting a royalty formula error; owns the institutional data room end to end, built to survive fund-level diligence.
- **Capital architecture:** built the fundraising narrative, diligence Q&A, and platform-reach analysis across 17 cited clinical indications; locked a canonical figure set through a full cross-document consistency audit so every investor artifact reconciles to the same numbers.
- **Commercial launch:** designed the demonstration-fleet program, site-of-care differentiated quotas, rep compensation plan, and clinical specialist hiring model; stood up the US sales support stack (tech support, telesales, campaign engine) for the VP of US Sales; built 50+ KOL relationships across interventional cardiology.
- **International:** worldwide distributor deployment across the GCC, Latin America, Japan, and India, including pre-clearance revenue channels, alongside the EU CE marking pathway.
- **Regulatory strategy:** architected the 510(k) pathway sequencing and Breakthrough Device Designation strategy alongside company counsel and regulatory consultants, aligning the clearance plan with the capital plan.

The Security Agency LLC - Seattle | Co-Founder & Managing Partner — 2023 - 2024

Fractional CISO practice for the mid-market, operating from New York and Seattle.

- **Recruiting senior CISOs was the easy part; the go-to-market lesson was channel:** mid-market buyers route IT decisions through managed service providers, who read the offering as competition rather than complement. Traction took longer than planned, and that channel lesson has informed every commercial model designed since.

Oxford Immune Algorithmics - London | SVP, Global Business Development — 2021 - 2022

AI diagnostics platform. Entered through a portfolio position that exited to Oxford Immune in 2021 and led directly to the operating role.

- **Led international commercialization during the company's Series A:** negotiated four exclusive distribution agreements across the UK, Canada, India, and the UAE with committed minimums, and ramped an eight-person commercial team to eighty percent productivity in ninety days against a twelve-month industry standard.

Vegarra Investments LLC | Founder & Managing Member — 1999 - Present

Full-time principal investing and board service, bridging every operating chapter.

- **Public-equities trading and private placements alongside angel deployments across a twelve-company portfolio** spanning FinTech, telecom, broadband infrastructure, real estate, entertainment, and medical AI; positions sourced, governed, and exited personally, several through board seats held to the transaction. Every position was priced as high risk and high reward: the realized winners sit alongside positions that did not return, the honest shape of an early-stage portfolio.
- Concurrent public-company board and advisory service and a decade of mentorship of minority-owned business CEOs through the UW Foster Ascend program, because good scaling advice should not require a seven-figure consulting engagement.

2003 - 2016

Public company director, TSX-listed, 13 years

English (native) · Spanish (native)

SIX INDUSTRIES, ONE METHOD

1986 Medical data · GWU ICU Research

1990 Enterprise software · Microsoft

2003 Mining · Vena Resources (TSX)

2016 Principal investing · 12-company portfolio

2024 Cybersecurity · The Security Agency

2024 MedTech + AI · VerAvanti

SCALE MARKERS

54 countries as Microsoft global evangelist

400 employees across three countries at Vena

3 continents of institutional capital raised

99.2% safety record, underground operations

2,000 + 50 retail and institutional shareholders

FOUR RULES, PAID FOR

The outsider sees the ceiling

Sell outcomes, never features

Capital is a craft

A different organization first

From An Outsider's Playbook (2026), forthcoming in English and Spanish

NOW

Dual C-suite mandate at VerAvanti: CRO and Acting CFO

Author, An Outsider's Playbook (2026)

Mentor, UW Foster Ascend program

Essays at juanvegarra.com, in English and Spanish

THE THROUGH-LINE

"The experts defend the order. The outsider sees the reorder."

Back cover, An Outsider's Playbook

PUBLIC RECORD

13 years of audited public filings, TSX: VEM, on SEDAR

Interactive CV and full essay library at juanvegarra.com

References available across every operating chapter

Vena Resources (TSX: VEM) - Lima | Founder, CEO & Chairman

Founded and scaled a publicly traded mining company from two founders to 400 employees across three countries, through TSX Venture listing, graduation to the TSX main board, and a negotiated strategic exit to a Swiss industrial group.

- **Built the full public-company machinery from zero:** board construction, audit and disclosure practice, and investor relations across two thousand retail and fifty institutional shareholders, with complete TSX and SEDAR compliance across thirteen years.
- **Partnered above the company's weight class:** joint ventures and exploration partnerships with Cameco (uranium), Gold Fields (the Amantina gold JV), and Trafigura (base metals), major miners funding and operating properties on a Peruvian junior's ground. Mining exploration is high risk, high reward; partnering majors above our weight class let us take those swings without betting the company.
- **Ran underground operations with a 99.2 percent safety record and nationally recognized community programs,** then personally managed the exit end to end: buyer identification, diligence, valuation, negotiation, and shareholder approval.

Microsoft Corporation | Worldwide Director, Channel Programs — 1990 - 1999

Nine years, four roles, from field engineering to worldwide channel leadership.

- **Joined in 1990 as a network and database engineer in the DC office; Redmond from 1992 as a global evangelist,** carrying the platform story across 54 countries in the years Windows became the enterprise default.
- **As regional enterprise lead for Africa, India, and the Middle East, grew revenue from $8M to $120M in eighteen months,** converting massive unlicensed installed bases into government-level master licensing agreements, a demand spike that built the reseller momentum for three subsequent international distribution build-outs.
- **Final role: worldwide leadership of the Solution Provider Program,** rebooting the channel strategy and setting the objectives that a 600-person field organization executed across every region. Left in 1999 for an Executive MBA at UW Foster, a deliberate retooling before the founder chapter.

GWU Medical School · U.S. Congress | Software Developer, ICU Research — 1986 - 1990

Where the whole thing started: medical data, before it had a fashionable name.

- **Career began on the GWU Medical School ICU Research team, whose core deliverable was the APACHE Score:** automated the team's forms-based system for the PC, collecting ICU device data into a database and running regression analysis against a known dataset. Data in, model applied, prediction out: the architecture the industry now calls AI.
- **Then U.S. Congress internal IT,** building the national LAN infrastructure that connected congressional offices, the first taste of technology deployed at institutional scale.

THE OPERATING PLAYBOOK | RECURRING PATTERNS ACROSS FOUR DECADES

Capital + Distribution
Pair financings with strategic distribution rights to cut dilution and de-risk market entry: $15M+ in Vena joint ventures with global majors Cameco, Gold Fields, and Trafigura.

Outsider Entry
Enter industries without incumbent credentials and apply generalist operating discipline: medical data to software to mining to MedTech, value created in each.

Numbers Integrity
Audit-grade financial discipline as a commercial weapon: canonical figure sets, cohort-based revenue models, and data rooms built to survive institutional diligence.