Reza Satari

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Operator and four-time founder with two exits. I run the operating layer of a company alongside the CEO: finance, legal, HR, partnerships, go-to-market, and internal systems. Scaled an EV rental business from $12K to ~$500K ARR and ~50 employees across three cities before selling it, and co-founded a venture-backed digital health company that raised ~$3.9M and was acquired. Also led engineering and launch teams at Apple, Meta, and Twitter, so I am as comfortable in the product and the codebase as in a forecast or a contract. MS in Computer Science.

EXPERIENCE

Chief of Staff — Qorelo (AI Agents for SAP Transformation) Jul 2026 – Present

- Operating lead working directly with the CEOs; owned finance, legal, HR, partnerships, marketing, Nordic sales, and administration at the same time.
- Built and owned the cash and operating forecast; ran non-dilutive funding applications (grants and R&D tax credit); managed bookkeeping and audit prep with the company's tax advisors.
- Drafted and negotiated partner, referral, and customer agreements. Restructured the contract framework into a short signable commercial section, with legal terms moved to annexes.
- Ran outbound sales for the Nordics, prospecting and contacting SAP decision-makers directly by email and LinkedIn; ran SAP ecosystem conference sponsorships end to end, from package negotiation to on-site delivery.
- Ran marketing: website, content, and SEO and GEO optimization for search and AI-assistant visibility.
- Took every hire from contract to day one: employment packages, a role-based onboarding program, and an HRIS designed and coded in-house instead of buying a tool.
- Led office moves, vendor negotiations, a CRM migration, and a full workspace restructure; independently built and shipped a full feature integration in the product, live in production.

Founder — Graith CTS & Orchard (Mobile Transfer Infrastructure · patent pending) Apr 2026 – Present

- Built Graith CTS, a patent-pending cross-platform mobile transfer system delivered as an SDK, on a new iOS 26 background-processing API.
- Building Orchard, a runtime that splits and resumes compute workloads across a user's Apple devices.

Co-Founder & CEO — Capch (Consumer Social Mobile) Jan 2025 – Apr 2026

- Took a consumer social app from idea to public beta in ~8 weeks, then to App Store launch across 30+ builds.
- Ran a weekly build–measure–learn loop: in-person user research and observed usage fed directly into product, copy, and growth decisions.
- Owned every non-engineering function: support, operations, metrics, investor narrative, and fundraising materials.
- Wound down the consumer app once usage data showed the core feature was the wrong one, and repurposed the transfer technology rather than keep spending on the original product.

Chief Information Security Officer — Atlas Metrics (B2B ESG Compliance SaaS) Aug 2024 – Jan 2025

- Joined as QA Manager and was made CISO two weeks later; owned security, compliance, IT, audits, and vendor negotiations for a company selling to banks and financial-sector clients.
- Built the diligence foundation auditors and acquirers required: GDPR, ISO 27001, and SOC 2 readiness, with 40+ policies embedded in day-to-day operations.
- Renegotiated vendors and rebuilt the HRIS, device management, and access stack, cutting >€100K in annual spend while tightening onboarding, offboarding, and access control.

Head of QA — PREMATCH (Sports Fan Engagement) Feb 2024 – Aug 2024

- Built the company's first quality and release function from scratch; hired and managed a team of 4.
- Introduced automated testing, a CI/CD release pipeline, and go/no-go launch criteria; improved delivery efficiency ~40%.

Co-Founder & CEO — Hijabi Rentals (EV Mobility Operations) Jun 2023 – Apr 2024

- Turned $12K into ~$500K ARR in under 12 months, grew from 2 to ~50 employees, and sold the business in a private acquisition ~10 months after launch.

- Built the operating backbone from scratch: hiring and training, shift scheduling, routing, fleet management, customer support, pricing, and unit economics.
- Expanded from the Bay Area to Austin and Las Vegas on repeatable playbooks, so local teams ran independently.
- Ran the business alongside a full-time role managing 15 engineers at Meta.

Engineering Manager — Meta Apr 2023 – Feb 2024

- Led 15 engineers across 6 global locations, owning release readiness for large consumer hardware and software launches.
- Built test and launch infrastructure that improved operational efficiency ~65% and cut defect rates ~45%.
- Set planning cadences, ownership structures, and escalation paths; reported status and risk to leadership so decisions did not stall.

Engineering Manager — Twitter Mar 2022 – Mar 2023

- Scaled an engineering organization from ~45 to ~75 across multiple teams and time zones; put in place the management structure, ownership map, and delivery accountability.
- Set up leadership development and feedback systems that improved retention ~15%.
- Aligned product, security, and compliance on one shared release standard and moved the org to an automation-first process, cutting defect resolution time ~50%.

Senior QA Lead — Apple May 2021 – Mar 2022

- Directly Responsible Individual (DRI) for eight flagship launches on fixed ship dates: three AirPods generations, two iPhone/iOS releases, two Apple Watch releases, and one Apple TV launch.
- Coordinated engineering, program, and operations against a single readiness bar; cut customer-reported issues ~20%.
- Managed failure analysis with offshore vendors in China and Vietnam, cutting turnaround time ~35%.

Director of Operations — Jones Construction Bros (Railroad Construction) Jan 2018 – May 2021

- Ran day-to-day operations for field teams of ~50 people across multiple active sites.
- Delivered 20+ multimillion-dollar projects, ~95% on time and ~98% within budget.
- Introduced project management and reporting rhythms that shortened timelines ~15% and improved client and stakeholder communication.

Co-Founder & CPO — The Diary Corporation (Digital Health) Jan 2011 – Jan 2016

- Co-founded a venture-backed healthtech startup; raised ~$3.9M including a Series A, working directly with investors and the board.
- Scaled the team from 4 to 12 and owned product strategy and roadmap, improving retention ~50% using customer feedback and usage data.
- Built the partnerships and distribution channels that sustained growth, and set up the private acquisition that returned capital to investors.

EDUCATION

Master of Science, Computer Science — University of Maryland

SKILLS

Finance & operations: cash and operating forecasting, budgeting, unit economics, pricing, non-dilutive funding (grants, R&D tax credit), bookkeeping and audit prep, fundraising and board relations, two company sales, vendor negotiation.

Legal & compliance: drafting and negotiating partner, referral, customer, and employment agreements; contract framework design; GDPR, ISO 27001, SOC 2.

People: hiring, employment packages, onboarding programs, HRIS design, org design, performance and feedback systems, distributed teams.

Go-to-market: outbound sales, partnerships, conference sponsorships, website and content, SEO and GEO.

Technical: production code (Swift and internal tools), CRM migration, workspace and systems setup, CI/CD and release processes.