

# Ethan Roberts

Boston, MA (home) • relocating from Tel Aviv • available November 2026  
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At Wisetack I got partner companies' engineers, none of whom reported to me, to integrate with our API on schedule, 20+ times. At CET Sandbox I source and manage sponsor partnerships, including for a 300-company defense-tech summit, and write the weekly newsletter. Outside work I build the health software I live with. Boston is home and I'm available in November. I'm obsessed with my own fitness, training, and recovery, and I love building and launching products for it.

## PROFESSIONAL EXPERIENCE

### CET Sandbox

Manager, U.S. Defense-Industrial Base Partnerships

U.S.-Israel defense-tech partnerships • Tel Aviv, Israel  
October 2025 – Present

- Source and manage U.S. sponsorship partnerships (annual partnerships and the U.S.-Israel Defense-Tech Summit, 300+ Israeli defense companies) with law firms, prime and sub-prime contractors, and defense consultants; built the email + LinkedIn prospecting sequences
- Built AI agents that take over weekly recurring work, including drafting and formatting the newsletter and gathering solicitations; develop and maintain the CET Sandbox website, the hub for solicitation updates, webinar content, event promotion, and vendor listings
- Write and publish the weekly defense-tech newsletter. 600+ founders, investors, and ecosystem members get it, and more than half open it every week
- Supported CET's inaugural Washington D.C. forum (30+ Israeli defense-tech startups, 100+ U.S. stakeholders including major primes and Department of Defense officials): sourced the Israeli startups and handled logistics and materials

### Wisetack

Strategic Partnerships Associate

Embedded financing for home services • New York, NY  
February 2024 – October 2025

- Launched and scaled 20+ embedded-financing partnerships with vertical SaaS platforms through API integrations. In 2024 that meant \$1.5M+ in revenue and \$30M+ in loans issued
- Owned the full partner lifecycle: API integration scoping with partner developers, product feedback into roadmap, QA/testing, GTM execution, and post-launch optimization
- Led multi-channel GTM campaigns (email, in-app placements, webinars, direct sales) that acquired and activated 2,000+ customers in 2024, with top partners reaching 50%+ activation
- Trusted to own 2+ company-wide OKRs each quarter for launching new partner features and driving usage
- Analyzed feature-adoption funnels to reprioritize product work, moving roadmap items up 1-2 quarters on multiple occasions; secured first-adopter partners for new-feature pilots by modeling expected outcomes

Senior Business Development Associate

July 2022 – February 2024

- Exceeded sourcing targets every quarter (3x once, 2x three times); built the home-services franchise strategy that produced partnerships with 26 franchisors

## SYSTEMS I'VE SHIPPED (solo, AI-agent-augmented)

**AI Health Coach.** Garmin sleep, resting HR, and training load flow into a self-hosted system of record; an always-on LLM agent reads the night, checks the plan and weather, and texts a fueling-and-training briefing at 6:05 every morning. Has coached me daily since a weekend build. Wearable-agnostic ingest layer, Garmin today. *Python, SQLite, LLM agents*

**AI Workout DJ.** Engine reads live heart rate, GPS, and planned-workout structure from a custom Garmin Connect IQ field and lands the drop where the hill or interval starts. TypeScript conductor ported to Swift with a parity suite replaying real sessions. *TypeScript, Swift, Monkey C*

**GPT from first principles.** Tokenizer, attention, training loop, and supervised fine-tuning into a small chat model, with a plain-language explainer for every mechanism. *Python, PyTorch*

## EDUCATION & LEADERSHIP

### Washington University in St. Louis

B.A. Economics, Minor in The Business of Sports • GPA 3.7, Dean's List • Men's Club Lacrosse

St. Louis, MO  
Class of 2022

### Ice Hockey in Harlem

Volunteer Coach, 8U • Weekly practices in Central Park; contributed to the team's first-ever playoff victory

New York, NY  
October 2024 – June 2025

## SKILLS & INTERESTS

**Program & partner operations:** cross-functional launch management, stakeholder alignment, GTM execution, OKR ownership, funnel analytics, Jira, Trello, HubSpot, Salesforce

**AI-native workflow:** Claude Code agents on scheduled jobs run my newsletter sourcing, outreach sequencing, health-data exports, and job-posting verification; TypeScript, Python, SQL, Next.js, API integration design

**Interests:** Triathlons, trail running, hiking, writing, reading, learning Hebrew