



- [Ryze Home](#)
- [Invite Friends](#)
- [Networks](#)
- [Friends](#)
- [Events](#)
- [Classifieds](#)

[Home](#)

[Sign-up](#)

[About Ryze](#)

Raul Lopez Guerra --

Raullg
member since 03/2003
298 hits

[Sign in](#) to be able to view
the full version of this
page!



Have:

Title: [CEO](#)

Company: [Zonemail](#)

Industry: [Technology - Marketing](#),

Interests: [Tennis](#), [soccer](#), [arts](#), [music](#), [classic cars](#), [sailing](#), [court jester](#), [self-denigration](#), [horse-back riding](#),

Previous Companies:

[Tanis Consulting](#)

Want:

Home: [San Francisco, CA](#)

From: [Corpus Christi, TX](#)

Universities: [Stanford](#)

Title: [CEO](#)

[Viralon](#)

[International Venture Associates](#)

Title: [Director of Business Development](#)

Title: [Principal](#)

Some more details...

Essentially, I've been involved with start-ups for over 15 years with stints at consulting firms assisting start-ups with market/product strategy and corporate development. Strategic relationship building is among my strengths. Finally, I've lived abroad working in London and Stockholm as the lead liason for BT's broadband portal roll out. I was recruited back from Europe to start up Viralon, a Ron Conway-funded company, as head of business development.

Viralon was a pay-for-performance viral-marketing and rewards program ASP "that created a system that walked marketers through the process of setting up a viral marketing program, from setting trigger points (like how many points a person gets when a referral signs up) to award types (miles, points, etc.). A campaign console helped viral marketers track results." www.iconocast.com

I'm currently at Zonemail, an Email Service Provider, which slots somewhere between Topica and Digital Impact. We work with online advertisers and Fortune 100 customers. Our front end allows customers to target and our back end delivers. Additionally, we provide the reporting and analysis necessary to ensure that, over time, the right person gets the right message at the right time.

I'm excited about a team that makes working together a blast. With duct tape, baling wire and some gum, we've created an incredibly scalable technology with no outside funding – while providing excellent “high touch” client services. In fact, our technology outperforms our competition significantly at a substantial savings. Our philosophy is simple: if you don't make money, we don't.

Tanis Consulting is an IT consulting company founded with some ex-Viralon employees after Viralon shuttered its operations. Tanis' clients include companies like Recourse (bought by Symantec), 24 Hour Fitness, Technicolor, etc. Services provided included: custom development, strategic IT consulting, C level ROI analysis and, finally, implementation.

Essentially, after Viralon shuttered its operations, a group of us started up Tanis but with new twist: work together providing IT and strategic consulting until we could create a great technology that people wanted that was more than a simple product or feature.

[Sign in](#) to be able to view Raullg's guestbook and friends list!

[Support](#) | [FAQ](#) | [About Ryze](#)

© Ryze Ltd. Ryze is a trademark of Ryze Ltd. [Terms of Service](#), including the Privacy Policy