

Derek Truong

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PROFILE

Franchise owner and software engineer who embeds with stakeholders, maps their workflows, and deploys solutions against real problems. Built production tools across a 270+ location franchise network by sitting with the people who use them and deeply understanding what they need before building anything. Operator perspective from running a top-five franchise. 4+ years of customer-facing technical work across enterprise analytics, franchise operations, and AI-augmented product development.

EXPERIENCE

Software Engineer | HelloSugar

Aug 2025 – Present

Production software and deployment strategy for HelloSugar's 270+ location franchise network (~\$70M PE close, 2026).

- Embedded with the Director of Sales for two weeks before writing any code. Analyzed 600+ recorded sales calls via Fathom, reviewed all email workflows, scraped and audited the existing CRM (ClientTether, \$30K/year), and produced a feature gap analysis. Architected and deployed a custom CRM that is replacing the vendor.
- Sat with a multi-location franchise owner to map her entire 10-step workflow for scaling laser services across Oklahoma. Identified critical bottlenecks, discovered that a vendor's claimed integration didn't exist, and built the evaluation framework leadership used to select a new provider.
- Built a competitive intelligence dashboard that scrapes 4 competitor brands monthly, detects store openings and closures, and visualizes expansion opportunities. Used by leadership during the \$70M PE close and actively used to identify acquisition targets. Identified this use case independently.
- Built Hello Central (180 users, sole developer), the franchise management portal for 200+ locations. Support ticketing, training, video library, community feature board, and admin dashboard. Replaced multiple disconnected tools with a single platform.

Franchise Owner | HelloSugar

Feb 2025 – Present

- End-to-end deal ownership from territory acquisition through operational scale-up. Built a repeatable playbook for hiring, training, and sales. Location ranks top five in the network month over month.
- Negotiated a 10-year commercial lease, managing architect, contractor, and \$195-225K buildout for a flagship location. Handle strategy, finance, legal, and growth.

Data Analyst | Verizon

Aug 2024 – Sep 2025

People Analytics and Insights team.

- Analyzed 196 internal applications across 1.6 million rows of usage data. Built interactive Qlik dashboards with a four-tier recommendation system (Green/Yellow/Orange/Red) categorizing every app by usage health. Identified 26 apps for immediate deactivation and 120 for closer review.
- Built a multi-filter employee dashboard with department, role, and location filtering, interactive map with area selection, and multiple chart views. Presented findings to senior leadership and collaborated across GTS, HR, and Finance teams.

Founder | Aperture Media Group

Jan 2020 – Nov 2022

- Built a client-facing photography business from scratch through cold outreach. Scaled from Airbnb shoots to architectural photography for high-rises and skyscrapers. Managed ongoing client relationships and delivered measurable outcomes (28% reduction in listing days on market).
- Earned FAA Part 107 Remote Pilot Certificate and operated commercial drones for aerial real estate and architectural photography.

TECHNICAL SKILLS

Languages: JavaScript, Python, SQL, HTML, CSS

Platforms: Supabase (PostgreSQL), React, Qlik, Vercel, Netlify, Git/GitHub

AI: Anthropic API (production use), Claude Code, multi-agent orchestration for architecture, code generation, QA, and deployment. Completed Anthropic Academy courses.

EDUCATION

Launch School, Core Curriculum (mastery-based software engineering)

EMT-Paramedic, EMTS. 600+ field hours with Wylie Fire Department. Clinical rotations at Texas Health Presbyterian (ED, ICU, L&D). ACLS and PALS certified.