

**ROBERT C. LEWIS**

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**PRODUCT MANAGEMENT PROFESSIONAL**

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**Results-oriented product professional with an impressive record of success at bringing technologies and products to life. Reputation for working with cross functional teams guiding highly technical products from concept to delivery. Known for strong communication skills, the ability to manage multiple projects simultaneously, and a track record of solving highly complex business and technical problems. Offers an unwavering commitment to consistently perform at the highest level of professional excellence.**

Areas of Expertise:

- 10 years Engineering
  - Product Management
  - Team Leadership
  - Product Roadmaps
  - Cross Functional Collaboration
  - SaaS B2B
  - User Experience
  - Exceptional Communication Skills
  - Agile & Waterfall
  - Market Requirements
  - Thought Leadership
  - Presentation Skills
  - Strategic Roadmap
  - Product Alignment
  - Voice of the Customer
  - Business Justification
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**SKILL SETS**

**Product Management:**

- Drive product roadmaps across product portfolios through full product lifecycles with senior leadership
- Develop go to market plans, product positioning, and launch strategies that leveraging feedback from customers
- Develop and execute innovative product marketing strategies consistent with company vision

**Cross-Functional Collaboration:**

- Drive teams spanning various world-wide locations to work collaboratively to execute company goals
- Work with product marketing to ensure correct product positioning that support business growth goals
- Increase productivity and efficiency through close and ongoing communication with colleagues in technology, marketing, business development, sales, data analytics, and operations
- Lead global teams and manage an expansive portfolio of products

**Competitive and Market Analysis:**

- Focus on helping companies achieve success with products through definition and execution of strategic direction
- Work cross-functionally with technology, marketing, and service departments to drive growth and customer satisfaction
- Develop market research and competitive analysis, as well as maintain robust connections with subject-matter experts and business analysts

**Proven Leadership:**

- Build Product teams
- Mentor and Managed Product Marketing Managers from early career to advanced levels
- Successful cross functional leadership and relationship management
- Manage day to day management of Product Marketing teams
- Recruit and retain top talent in Product Marketing functions

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**PROFESSIONAL EXPERIENCE**

**Founder / VP Product Management**

Local Value LLC, San Diego, CA

2012 – Present

- Created Intellectual Property Utility Patent, Pricing Model, Financial Model, and Business Plan for a blockchain telephony company.
- Tripled the size of a small business from \$250k/mo to \$750k/mo in 3 months.
- Authored - International Digital Monetary Council Business Plan
- Provided business consulting and marketing services to small and medium sized businesses
- Services include Internet Marketing, Advertising, SEO, Reputation Management, Social Media Marketing, and Business Consulting
- Created and managed business services for small and medium sized businesses.
- Managed all aspects of the sales, service, technology implementation, operations, finance and support

**Sr. Director Product Management**

Mapp Digital, San Diego, CA

2016 – 2018

- Directed, trained and supervised a team of remote Sr. and Jr. Product Managers in the design of Marketing Technologies for cross technology Marketing Service Provider.
- Skilled at training Product Management skills, driving complex product line roadmaps, and developing cutting edge MarTech solutions.
- Managed eMS email marketing platform.
- Managed global team of Product Managers, Developers, and Operations teams to fulfill customer needs.
- Assisted in corporate strategy, vision, and direction.

**Vice President Product Management**

Voxox/Telcentris, Inc., San Diego, CA

2010 – 2012

- Direct and supervise a team of project managers, product managers and the QA team in the design and launch of VoxOx VOIP for residential, small and medium sized businesses, and wholesale clients.
- Skilled in evaluating consumer and market needs, developing strategies and roadmaps, and driving the launch of new products to increase adoption and revenue growth.
- Define solutions for Mobile, PC, and Web Universal Communications Services by addressing organizational challenges and assessing the impact of proposed changes designed to improve accuracy, consistency and quality, internally and from a customer perspective.
- Re-structured entire product line to create a profitable SMB offering with creative approaches to drive revenue and capitalize on innovative market penetration strategies.
- Instrumental in re-branding and re-launch of company and developing services tailored to each business segment, significantly increasing customer-base, enhancing brand awareness, and providing new channels of development.

**Senior Product Manager**

Verifone/Semtek, Inc., San Diego, CA

2008 – 2010

- Delivered product requirement documentation (PRD) including detailed technical use cases for the service.
- Successfully launched the world's first end-to-end payment encryption service on time and on budget.
- Experienced in all facets of product life cycle management, from initial conceptual design through development, testing, rollout and support.

**Staff Product Manager, BREW Services**

Qualcomm, Qualcomm Internet Services, San Diego, California

2007 – 2008

- Developed business plan for BREW Managed Services (BMS) and created product requirements documents (PRD) for Qualcomm Mobile Advertising Platform (QMAP), validating client product

requirements with customers, and outlined a long-term product and platform roadmap. Coordinated and participated in standards group. Accomplishments included:

- Provided a direct impact on sales growth with the development and implementation of mobile marketing initiatives designed to support Code Division Multiple Access (CDMA) resellers in closing business and managing existing client relationships.

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**PROFESSIONAL EXPERIENCE (Cont.)**

- Boosted productivity with the design and implementation of advertising strategies for location Based Services (LBS).
- Primary inventor of six submitted IP claims in Mobile Advertising and LBS with one claim issued.
- Represented Qualcomm and drove mobile advertising standards for the Mobile Marketing Association (MMA)

**Vice President Product Management**

Ameranth Wireless, San Diego, CA

2003 – 2006

- Served as a member of Executive Management Team and managed team of product managers for wireless extensions of terrestrial based software applications and services for the gaming, financial services (MassMutual Financial Services), and hospitality industries (Intercontinental Hotels Group).
- Captured 10% market share in 6 months through delivery of first and best of breed products to gaming and financial services markets and generated more sales in one quarter than the company had in the previous 9 years.

**Vice President Business Development, Digital Music Management and Distribution**

Vivendi/Universal Networks USA (MP3.COM), San Diego, CA

2002 – 2003

- Developed product and marketing plans for Media Delivery Network (MDN) Services, and managed digital media for UniversalContent.com.
- Managed Universal Music Group account and directed the UMG WAV Library project and the conversion of WAV to various digital media formats.

**Director Product Management**

Scale Eight, San Francisco, CA

2000 – 2002

- Managed brand management, provided market research, and directed the introduction of product enhancements for massively scalable storage services.
- Managed MSN Music, MSN Photos, and MTVi into the Scale Eight Service and coordinated customer issues through to engineering

**Sr. Director Product Management, Digital Music Services**

Gig.com, San Francisco, CA

1999 – 2000

**Product Marketing Manager, Interactive 3D tools for gaming and simulation**

Multigen Incorporated, San Jose, CA

1997 – 1999

**Marketing Manager, WebForce**

Silicon Graphics, Inc. (SGI), Mountain View, CA

1993 – 1997

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**Early Career**

**Applications and Computer Programmer/Engineer** experienced in developing applications using a 4GL, SQL, and X-Windows. Administered a heterogeneous UNIX network that included RDBMS administration. Designed and developed front-end software in PASCAL and C for a judgment processor. Installed and administered a SUN computer network.

**EDUCATION**

**Coursework in CDMA;** University of California San Diego Extension, La Jolla, CA

**Master of Business Administration (MBA);** Darden, University of Virginia, Charlottesville, VA

**Dual Bachelor of Arts (BA);** University of California at San Diego, La Jolla, CA

### **CERTIFICATION**

**Product Marketing;** Pragmatic Marketing Group, San Diego, California

**Google Certified Partner:** Google Adwords and Google Analytics Certified, Mountain View, CA