



ROBERT C. LEWIS
PRODUCT MANAGEMENT PROFESSIONAL

5173 Brighton Ave. #5
San Diego, CA 92107
858.232.4967

roblewis@gmail.com
[linkedin.com/in/roblewis99](https://www.linkedin.com/in/roblewis99)
roblewis.com

Results-oriented product professional with an impressive record of success at bringing cutting edge technologies, services and products to market. 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. Offer an unwavering commitment to consistently perform at the highest level of professional excellence.

Areas of Expertise:

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|----------------------------------|--------------------------------|-------------------------|
| • Product Management | • SaaS B2B, B2G | • Thought Leadership |
| • 10 years Engineering Exp. | • Software, Hardware, Internet | • Presentation Skills |
| • Cross Functional Collaboration | • Exceptional | • Agile & Waterfall |
| • Team Leadership | • Communication Skills | • Innovative Thinking |
| • Product Roadmaps | • Customer Requirements | • Voice of the Customer |
| • User Experience (UI/UX) | • Market Requirements | • Business Analytics |
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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 including Product Managers, Project Managers and UI/UX professionals
- **Mentor** and Managed Product 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

PROFESSIONAL EXPERIENCE

Vice President Product Management

Open Crypto Trust, New York, NY

2019 – Present

- **Created** Intellectual Property Utility Patent, Pricing Model, Financial Model, and Business Plan for a B2B SaaS blockchain telephony company.
- **Wrote** Product Requirements Documents, Product Roadmap, Technology Whitepapers,
- **Supported** company business development partner OpenCT Net in Kazakhstan presenting to GTS (Kazakhstan CIA), and Kazakhstan Government technology agencies
- **Managed** marketing efforts for SaaS (Blockchain as a Transport – BaaST) cutting edge technology.
- **Managed** NetSuite implementation for financial management of the company
- **Presented** company and products to investors, partners and potential B2B customers

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 (MarTech) for cross technology Marketing Service Provider (MSP) Customer Data Platform (CDP).
- **Trained** Product Management skills, driving complex product line roadmaps, and developing cutting edge MarTech SaaS solutions.
- **Managed** eMS email marketing platform.
- **Managed** global team of Product Managers, Developers, and Operations.
- **Assisted** in corporate strategy, vision, and direction.

Chief Product Officer

Local Value LLC, San Diego, CA

2012 – 2016

- **Provided** business consulting and marketing services to small and medium sized businesses
- **Created** and managed business services for small and medium sized businesses.
- **Managed** Service offering including Internet Marketing, Advertising, SEO, Social Media Marketing, Websites, and Business Consulting
- **Managed** all aspects of the sales, marketing, service, technology implementation, operations, finance and support
- **Transformed** the size of a small business from \$250K/mo to over \$2M/mo in 6 months.
- **Authored** - International Digital Monetary Council Business Plan

Vice President Product Management

Voxox/Telcentris, Inc., San Diego, CA

2010 – 2012

- **Directed** and supervised a team of project managers, product managers and the QA team in the design and launch of VoxOx SaaS VOIP for residential, small and medium sized businesses (B2B), and wholesale clients.
- **Researched** consumer and market needs, developing strategies and roadmaps, and driving the launch of new products to increase adoption and revenue growth.
- **Defined** 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** the entire product line to create a profitable SMB offering with creative approaches to drive revenue and capitalize on innovative market penetration strategies.
- **Instrumental** in rebranding and re-launch of the company and developing services tailored to each business segment, significantly increasing customer-base, enhancing brand awareness, and providing new channels of development.

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| Senior Product Manager Verifone/Semtek, Inc., San Diego, CA | 2008 – 2010 |
| <ul style="list-style-type: none"> • Delivered product requirement documentation (PRD) including detailed technical use cases for the service. • Launched the world's first end-to-end B2B payment encryption service on time and on budget. • Managed all facets of product life cycle, from initial conceptual design through development, testing, rollout and support. | |
| Staff Product Manager, BREW Services Qualcomm, Qualcomm Internet Services, San Diego, California | 2007 – 2008 |
| <ul style="list-style-type: none"> • 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 the 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. • Boosted productivity with the design and implementation of advertising strategies for location Based Services (LBS). • Invented 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 | |
| Vice President Product Management Ameranth Wireless, San Diego, CA | 2003 – 2006 |
| <ul style="list-style-type: none"> • 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 B2B SaaS products to gaming and financial services markets and generated more sales in one quarter than the company had in the previous 9 years. • Managed and trained team of 3 Product Managers across numerous product lines. | |
| Vice President Business Development, Digital Music Management and Distribution Vivendi/Universal Networks USA (MP3.COM), San Diego, CA | 2002 – 2003 |
| <ul style="list-style-type: none"> • 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 B2B SaaS project and the conversion of WAV to various digital media formats. | |
| Director Product Management Scale Eight, San Francisco, CA | 2000 – 2002 |
| <ul style="list-style-type: none"> • Managed brand management, provided market research, and directed the introduction of product enhancements for massively scalable B2B SaaS 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 MultiGen/Paradigm Incorporated, San Jose, CA | 1997 – 1999 |
| Product Marketing Manager, WebForce Silicon Graphics, Inc. (SGI), Mountain View, CA | 1993 – 1997 |

Early Career

Applications and Computer Programmer/Engineer experienced in developing applications using 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. Learned 7 programming languages; BASIC, COBOL, PASCAL, Fortran, Assembler, C/C++, 4GL.

EDUCATION

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

Intro to Computer Science and Artificial Intelligence; HarvardX, Cambridge, MA (expected Dec 2022)

Google Certified Partner: Google AdWords, Analytics and Search Certified, Mountain View, CA

Product Marketing; Pragmatic Marketing Group, San Diego, California

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