
Senior AI Product Manager and consultant with 25+ years of senior product leadership experience and a proven track record of bringing cutting-edge technologies, services, and AI-powered products to market. Currently, founder of Local Value, shipping production AI applications, advising SMB and mid-market businesses on AI adoption, and writing on AI Product Management. Reputation for translating AI capability into measurable business outcomes through disciplined product judgment, schema-first architecture, prompt engineering, and operational rigor. Known for strong communication, the ability to manage multiple projects simultaneously, and a track record of solving highly complex business and technical problems with cross-functional teams.

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|----------------------------------|----------------------------|---------------------------------------|
| ● AI Product Management | ● SaaS, B2C, B2B, B2G | ● Thought Leadership |
| ● 5 years Engineering Exp. | ● AI Workflow Architecture | ● Agile & Waterfall |
| ● Cross Functional Collaboration | ● KPI Driven Leadership | ● AI Platforms: Claude, ChatGPT, GPT, |
| ● Team Leadership | ● Customer Requirements | Replit, Abacus.AI, Perplexity |
| ● Product Roadmaps | ● Market Requirements | ● Revenue Generation Strategies |
| ● AI Adoption Consulting | | |

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 leverage customer feedback
- 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

Founder & CPO

Local Value LLC, San Diego, CA – Remote (AI Consulting & Marketing)

2025 – Present

- **Founded** and operates Local Value as an AI Product Consulting and full-service marketing agency serving SMB and mid-market businesses; active client engagements across digital marketing, AI product strategy, and AI adoption.
- **Shipped** two production AI applications solo: **local-pet-platform** (multi-domain Next.js/Postgres platform powering local.pet, local.dog, vetsnear.me; NLP-driven business enrichment via Apify, lead scoring, scaffolded marketplace) and **localvalue-co-platform** (WordPress multisite + n8n + Anthropic Claude AI-orchestrated end-to-end website build pipeline with SMS verification and domain mapping).
- **Built** two working AI tools currently in solo use: **AutoBlog** (LLM-driven blog content generation and direct WordPress publishing) and **AutoWebDev** (auto-generated websites from sparse intake; prototype for next-generation localvalue.co build engine).
- **Delivered** an AI prototype to a private-label client (**Deals Discovery**); built initially on Abacus.AI, currently migrating to Anthropic Claude API for production.
- **Architected** AI workflow stacks integrating Anthropic Claude API, n8n orchestration, Apify web data, Pexels imagery, Twilio verification, and Zoho CRM; built REST APIs (~5,500-line WordPress multisite plugin); designed schema-first data models with Prisma/Postgres for production AI features.
- **Authored** thought leadership on AI product strategy, AI adoption for SMB / mid-market, AI as a product management discipline, and the Anthropic plugin/skill/MCP ecosystem; case studies of shipped systems published.
- **Active fluency:** Claude (Chat, Cowork, Code), ChatGPT, Replit, Abacus.AI, Perplexity; Anthropic Claude API, MCP servers, plugins and skills; prompt engineering for production workflows.

Director Product Management

Shell Recharge Solutions, Los Angeles, CA - Remote (SaaS EV Charging)

2022 – 2025

- **Managed a cross-functional Product Management team of 7, including 4 direct reports, covering EV Fleets, Energy Management Systems, Auto OEM, Auto Roaming, EV Charger Hardware, and Payments and industry standard compliance**
- **Coached Product Managers from early career to competent leaders; launched an automated firmware update solution from inception to execution**
- **Led** product vision and roadmap for EV fleets and Auto OEM integrations, focusing on digital energy systems and scalable SaaS.
- **Delivered** product improvements leveraging cross-functional teams across engineering, data science, and operations.
- **Drove** KPIs tied to energy cost optimization and infrastructure uptime across global deployments.
- **Wrote** Product Requirements and Product Roadmaps for new innovative services.
- **Supported** organizational evolution from Waterfall to Agile systems and processes.
- **Represented** Shell Recharge at key customer accounts, including Amazon, Penske, BMW, and Republic Services

Vice President Product Management

Open Crypto Trust, New York, NY – Remote (SaaS Secure Blockchain Network)

2019 – 2022

- **Wrote all Intellectual Property filings (provisional and utility) on Blockchain-as-a-Transport (BaaS) secure networking technology; created the pricing model, financial model, and business plan.**
- **Produced all investor material: business plan, business model, financial plan, cost configuration application, investor presentation, and investor video. Presented to investors who committed \$30 million in inventory finance capital.**
- **Based on the ground in Nur-Sultan, Kazakhstan for six months supporting business development partner OpenCT Net.**
- **Prepared and presented all marketing collateral: website, service overview presentation and video, product description and definition, and customer requirement documents.**
- **Spearheaded** product strategy for blockchain-based network protocol with built-in cryptocurrency used for micro-transaction billing.
- **Designed** cross-border crypto payment functionality for asset movement and secure network transmission.
- **Directed** go-to-market and pricing strategies for Network-as-a-Service (NaaS) platform.
- **Presented** product vision at blockchain industry trade shows; positioned product for defense and commercial use.
- **Managed** NetSuite implementation for the financial management of the company
- **Presented** the company and products to investors, partners, and potential B2B customers
- **Collaborated** with Sales and Legal teams to align products with business objectives, driving measurable KPIs.

Sr. Director Product Management

Mapp Digital, San Diego, CA (MarTech, AdTech, SaaS)

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 and collaborated with sales and marketing to optimize roadmap and feature set.
- **Managed** global team of Product Managers, Developers, and Operations.
- **Assisted** in corporate strategy, vision, execution and direction.
- **Defined** API standards to facilitate seamless integration across marketing platforms.
- **Led** cross-functional teams to implement AWS-based solutions global MarTech SaaS platforms, applying data analytics and automation to improve customer targeting enhancing scalability and reliability.
- **Developed** comprehensive training materials, including user guides and FAQs, to improve customer onboarding.
- **Drove** new revenue streams through innovative SaaS solutions for enterprise clients.

Chief Product Officer

Local Value LLC, San Diego, CA (Marketing Agency, MarTech, AdTech, SaaS)

2013 – 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.
- **Developed** end-to-end business services platform for SMBs; scaled monthly revenue 8x.
- **Oversaw** roadmap and KPIs across digital marketing, e-commerce, and reporting tools.
- **Authored** - International Digital Monetary Council Business Plan

Vice President Product Management

Voxox/Telcentris, Inc., San Diego, CA (VOIP, Unified Communications, SaaS)

2010 – 2012

- **Directed** and supervised a team of product managers, project managers, and the QA team in the design and launch of Unified Communications product 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.
- **Built** revenue and business plans to position SaaS VoIP products in new markets.
- **Collaborated** with engineering to implement APIs, enhancing product functionality.
- **Led** cross-departmental projects, driving growth across sales, marketing, and customer success teams.

Senior Product Manager

Semtek, Inc. (acquired by Verifone, 2010), San Diego, CA (Fintech, Payments)

2008 – 2010

- **Delivered** product requirement documentation (PRD) including detailed technical use cases for the service.
- **Sole Product Manager on the world's first end-to-end credit card encryption technology, delivered for PetSmart inside a 90-day window, on time and on budget; saved the customer a secure network build-out and the associated PCI fines. Company subsequently acquired by Verifone.**
- **Managed** all facets of product life cycle, from initial conceptual design through development, testing, rollout and support.
- **Spearheaded** API integrations and defined solutions for industry-standard adherence aligning PCI-compliant architecture with payment processor integration.
- **Managed** cross-functional initiatives with Sales, Marketing, and Operations to optimize go-to-market strategies.
- **Delivered** end-to-end encryption products, improving compliance and security standards.

Staff Product Manager, BREW Services

Qualcomm, San Diego, CA (Mobile, AdTech, LBS, SaaS)

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 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 Location Based Services, one IP claim issued.
- **Represented** Qualcomm and drove mobile advertising standards for the Mobile Marketing Association

Vice President Business Development

CommerceTel, San Diego, CA (Mobile Marketing)

2006 – 2007

- **Opened a new market in mobile marketing using IVR, premium SMS (P-SMS), and digital media assets.**

Vice President Product Management

Ameranth Wireless, San Diego, CA (Fintech, Mobile, SaaS)

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** 50% 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 various product lines.

Vice President Business Development, Digital Music Management and Distribution

Vivendi/Universal Networks, San Diego, CA (Media, SaaS)

2002 – 2003

- **Developed** product and marketing plans for Media Delivery Network (MDN) Services, and managed digital media for UniversalContent.com by Universal Music Group.
- **Managed** Universal Music Group (UMG) account and directed the UMG WAV Library B2B SaaS project and the conversion of WAV to various digital media formats.
- **Oversaw** digital asset management and secure distribution for UMG.

EARLY CAREER

Vice President Marketing and Business Development, CloakWorks Inc. 2001 – 2002

- **Director Product Management, Scale Eight** 2000 – 2001
- **Senior Director Product Management, Gig.com** 1999 – 2000
- **Product Manager, Paradigm, San Jose, CA** 1997 – 1999
- **Product Line Manager, Silicon Graphics (SGI), Mountain View, CA** 1993 – 1997

Software Engineering, 1984 – 1991: Market Focus Technologies, Science Horizons, Cogensys, ComputerLand of Silicon Valley. Five years building production software in 4GL, SQL, X-Windows, PASCAL and C, including UNIX network and RDBMS administration, before moving into product.

EDUCATION

Master of Business Administration (MBA); Darden School of Business, University of Virginia, Charlottesville, VA 1991 – 1993

Dual Bachelor of Arts (BA), Philosophy and Psychology; University of California, San Diego (UCSD), La Jolla, CA 1983 – 1988

INDUSTRY LEADERSHIP

Speaker: Blockchain applications in secure networking and micropayments

Author: Published case studies and thought leadership on AI Product Management at roblewis.com and on LinkedIn.

Continuous learning – AI / GenAI: Anthropic Academy – Claude 101, Claude Code 101. LinkedIn Learning – Introduction to Prompt Engineering for Generative AI (2023); What Is Generative AI? (2024); Generative AI for Business Leaders (2025); Artificial Intelligence for Marketing (2020).

Active participant: Anthropic Claude ecosystem (plugins, skills, MCP); AI Product Management; SMB AI adoption; SaaS, Fintech, and Blockchain innovation communities.