

# Bob Neubaum

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## Professional Summary

Customer-focused technical leader with experience across building automation, IoT platforms, and digital ecosystems. Proven ability to align technical strategy with business needs to deliver scalable, revenue-generating solutions that delight customers by identifying real-world needs and delivering intuitive, high-impact product and solutions that exceed expectations.

## Professional Experience

### Honeywell International

Senior Product Manager | General Contractor & Specifier Engagement

*Honeywell Building Solutions, Atlanta, Georgia*

August 2024 – Present

Driving engagement strategies for specifiers and general contractors in the Building Solutions product line, using market insights and Voice of Customer data to optimize specification rates, boost win rates, and strengthen competitive market position. Partner closely with marketing, sales, and operations to deliver integrated go-to-market execution, cohesive brand messaging, and high-impact demand generation.

- Boosted specification adoption by aligning contractor engagement campaigns with Voice of Customer insights.
- Developed and rolled out a specifier engagement playbook adopted across regional sales teams.
- Partnered with marketing to deliver an integrated campaign that increased visibility and competitive positioning across the Building Automation portfolio.
- Streamlined spec-to-delivery process by creating cross-functional feedback loops with operations and product management.

Senior Offering Manager | Marketplace, Developer Engagement & Subscription Enablement

*Tridium / Honeywell Connected Enterprise, Atlanta, Georgia*

June 2019 – August 2024

Drove strategy and execution for Tridium's IoT ecosystem, subscription business models and developer engagement. Spearheaded initiatives that scaled partner adoption, expanded recurring revenue streams, and improved customer experience across marketplace and subscription programs. Partnered cross-functionally with product, sales, marketing, and executive leadership to align go-to-market strategy with long-term enterprise goals.

- Led migration from a directory-style marketplace to a fully functional enterprise commerce platform, re-launching in just two quarters.
- Drove transition from perpetual licensing to subscription models by collaborating with customers, engineering, and leadership, and by building the systems and frameworks to enable adoption.
- Scaled marketplace performance to ~9k monthly visitors (+16% YoY), signup conversion (+20% YoY), order value (+114% YoY), and order count (+128% YoY) in 2024 YTD.

### PTC

Director, PTC Ecosystem Programs

*PTC, Exton, Pennsylvania*

September 2018 – May 2019

Led expansion of the ThingWorx Marketplace into the full PTC product portfolio, leveraging Technology, OEM, and Services Partners to showcase success stories and accelerators. Focused on driving product adoption and creating a platform network effect to extend functionality and increase usage of PTC products.

- Led migration of the Marketplace from a homegrown site to an industry-leading platform with capabilities to support future enterprise commerce expansion.
- Earned Gartner recognition as a key PTC strength in the 2018 Magic Quadrant for Industrial IoT Platforms, highlighting 170+ apps, extensions, and starter kits that nurtured developer and partner communities.
- Recognized with AppDirect's Digital Hero Award for driving digital transformation within PTC.
- Scaled marketplace adoption to 11,500+ monthly users and 310+ accelerators, generating thousands of partner-customer connections each month.

## Director, ThingWorx Ecosystem Programs

PTC | Exton, Pennsylvania

March 2015 – August 2018

Led strategy and execution of the ThingWorx Marketplace program to build a platform network effect across partners, customers, and product teams. Developed a long-term strategy to identify and present targeted partner content that complemented the ThingWorx platform, creating a more complete portfolio of solutions for developers. Applied agile practices to define capabilities, manage development activities across internal and external resources, and oversee ongoing platform maintenance.

- Created and led a partner onboarding process to validate technology fit, accelerating ecosystem expansion.
- Designed and implemented a tiered partner strategy that supported development of integrations and accelerators, strengthening solution adoption.
- Defined functional requirements for the Marketplace site, ensuring alignment with partner and customer needs.
- Directed QA processes for partner content and regression testing, improving reliability and trust in ecosystem offerings.
- Managed a global team of developers, partner managers, content editors, and QA specialists to deliver ongoing Marketplace growth.

## IIOT Technical Sales Engineer

PTC | Exton, Pennsylvania

April 2014 – February 2015

Delivered pre-sales technical expertise for complex IoT opportunities in the direct sales channel. Partnered with sales teams to align customer goals with product capabilities, tailoring demonstrations to specific use cases. Collaborated with Product Management to identify product gaps and influence roadmap improvements.

## Sprint Business Services Group

IOT Sales Engineering Lead, Mid-Atlantic Region

Sprint Business Services Group | King of Prussia, Pennsylvania

March 2009 – March 2014

Led technical and business support for complex Machine-to-Machine (M2M) opportunities across all sales channels. Targeted partnerships that directly impacted national revenue goals, while guiding customers and partners through evaluation, design, and implementation of embedded solutions. Supported a broad regional sales territory, collaborating with internal engineering and customer teams to deliver tailored solutions and drive growth.

- Served as Subject Matter Expert (SME) in Command Center, Cloud Computing, Point of Sale, and international solutions, delivering training and knowledge transfer across sales and engineering teams.
- Guided customers in developing requirements and end-to-end solutions, including CDMA, EVDO, LTE, GSM, Gobi modules, PaaS, and VPN connectivity to cloud providers.
- Secured multiple premier regional accounts, strengthening Sprint's presence and contributing to national sales goals.
- Achieved 17 consecutive quarters of revenue growth, consistently exceeding targets.

## Solutions Engineer

Sprint Business Services Group | King of Prussia, PA

Jan 2000 - Feb 2014

Delivered pre- and post-sales technical support by qualifying solution fit and feasibility for potential clients. Guided customers through evaluation and implementation, leading technical close activities and documenting solution use cases. Coordinated internal and external resources to ensure successful delivery of Sprint services.

- Earned Microsoft Certified Technology Specialist (MCTS) credential in Windows Mobile Configuration.
- Led mobility initiatives on applications, platforms, and operating systems, identifying client needs and delivering ERP/CRM middleware solutions through partner offerings.
- Applied deep expertise in wireline and managed services — including IP, MPLS, WWAN, VoIP, routers, firewalls, and LAN — to design and support enterprise solutions.
- Exceeded revenue goals for 36 consecutive quarters, consistently achieving over 100% of target.