

Robert D Allen, MBA

Director of Product

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Ambitious product leader and incorrigible optimist.

Profile

Good product design invariably requires customer involvement. User engagement, feedback loops, and forcing functions enable greater product roadmap validity and stronger market performance. The first step toward success is a culture of humble, open collaboration. Nothing is impossible with enough caffeine, creativity, and humility.

Work Experience

AiryChat.com

Founder

Miami, FL – May 2022 to Current

Serving as head of product and head of marketing.

- + Own **product roadmap** including **AI feature set**, premium tiers and paywalls, and usability improvements.
- + Defined new brand to **orchestrate full relaunch** to over 2500 existing users.
- + Relied on **user surveys and case studies** to prioritize product roadmap and UI enhancements.

Discover Financial Services

Director of Product

Chicago, IL – Mar 2022 to May 2023

Backfilled VP Product, Head of Marketing Technology

- + **Built the MarTech organization**, grew the team from 3 to 12.
- + **Managed 4 Directors of Product**, team of 12, in a highly matrixed organization.
- + **Delivered \$11mm incremental PBT**, owned **OP1 annual planning and budget**, worked closely with **VP, SVP and C-suite stakeholders**.
- + **Introduced OKRs** to Discover; owned **executive level program reviews** with C-suite.
- + **Worked closely with CMO and CDO** to drive top level goals.
- + Developed the first **MarTech strategic roadmap**, presented **quarterly to SVP and C-Suite** stakeholders.
- + Initiated central roadmaps with teams across 7 LOBs including engineering, marketing, and product.

Amazon

Senior Manager

Seattle, WA – Jun 2020 to Feb 2022

Owned our machine learning marketing platform; Coordinated a group of 45 focused on risk mitigation strategy worth **billions of dollars**, as part of the Consumer Payments marketing division.

- + Supported growing the team **from 6 to 45 members** and expanded reach **from 1 to 13 countries**.
- + Architected a marketing strategy for a **multi-billion-dollar S-team goal** spanning 13 countries.
- + Drove the annual review, reframed the team success metric / KPI to drive a stronger business impact.
- + **Improved total conversions by 59.8%**. Caught an attribution gap (+33%), optimized copy (+15%), tested new ad templates (+10%), and cut low performing ad slots to improve Conversion Rates (22.8%).
- + Achieved a **22.8% increase in zero-cost conversions** and a **42.0% reduction in cost per acquisition** through extensive marketing copy testing using the multivariate testing methodology.
- + **Drove 78% of global conversions** for the risk mitigation program.
- + Designed multivariate testing methodology, generating **thousands of permutations from dozens of assets**.
- + Supervised Technical Program Managers and Product Marketers overseeing initiatives in 13 countries.

Holland America Line

Senior Email Developer

Seattle, WA – Nov 2019 to May 2020

Led the email development team for Holland America and Seabourn Cruise Lines.

- + Spearheaded a small business process change which **reduced email developer labor by 93.75%**.
- + **Saved \$40k annually** by developing interactive HTML5 email elements in-house.
- + Coordinated mothballing systems and processes for COVID layoffs.

Amazon

Product Marketing Manager

Seattle, WA – Nov 2018 to Oct 2019

Developed national marketing campaigns for the Amazon Key team within Amazon Lab 126.

- + Owned onsite merchandising for a **D-Team goal (senior leadership for Amazon Devices)** and **Flagship goal (Jeff Bezos level)**. Worked with marketing and channel owner teams to secure high value placements. Achieved **20% of the annual sales goal** in 2 weeks.
- + Owned B2B Marketo email marketing campaigns; Achieved a **70.8% open rate and 44.0% click-to-open rate**. Worked closely with leadership team on strategy, established an ad-hoc team for rapid deployment.

Splash Mktg LLC

Founder

Austin, TX – Feb 2015 to Oct 2018

Served as head of marketing & technology for our clients.

- + Grew the company to **6 employees** and **30 clients**.
- + Served as **fractional CTO & CMO** for various small businesses.
- + Provided local and national marketing, and full stack technology services.

Education

Rochester Institute of Technology

Master of Business Administration

Rochester, NY

- + Concentrations in Product Commercialization, Management, Entrepreneurship

Florida Institute of Technology

Bachelor of Science in Economics

Melbourne, FL

- + Concentration in International Communications

Rochester Institute of Technology

Lean Six Sigma Yellow Belt

Rochester, NY