

Robert D Allen, MBA

Product Leader | Ex-Amazon

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Hello!

Your product role has piqued my interest.

Early this summer I invested in an AI startup, signing on to lead the product and marketing activities as we scaled. We started as a GPT wrapper, now we offer several products, including a multimodal API with context-awareness for understanding and routing requests for text, web searches, PDF ingestion, and image generation, including prompt-preprocessors to improve output.

Discover was a hoot. Six weeks after joining, my VP was gone and I was given the opportunity to step up, reporting to SVP and Chief Data Officer. The role was fully autonomous with no oversight. I managed the budget and resources for building the enterprise MarTech group, hiring 4 directors and 8 product managers. Our priorities were to capture current capabilities, prioritize strategic short-term wins for earning trust, and develop a long-term roadmap. Our modest first year results cut \$5mm in costs and unlocked \$11mm in incremental revenue. Our plan for 2023 would deliver \$100mm in revenue and our plan through 2025 involved federating capabilities while centralizing technology.

I love Amazon. Brilliant people, well established documentation, and a culture of personal responsibility and achievement. My role was fully autonomous, owning the new machine learning marketing platform. We were able to develop architecture for effective multivariate testing programs previously not thought possible. This was part of a multi-billion-dollar global strategic initiative. My team built tools and processes which drove 78% of conversions for that initiative, across 6 distinct tactical programs including targeted actions, passive nudging, and risk mitigation.

Personal Attributes:

- + Cool in a crisis
- + High standards for self and others
- + Intensely curious
- + Data-driven in all things
- + Strongly biased for action
- + Unconstrained by convention
- + Zero tolerance for blame games
- + Belief that all employees are peers, regardless of level

Professional Attributes:

- + Ran my own company for 8 years
- + Professional experience of 13 years
- + Managed people for 18 of the last 20 years
- + Senior leadership role at a Fortune 250 firm
- + Management role at the fifth largest company
- + MBA in Technology Management from Rochester Institute of Technology

What can we build together?

Getting better every day,

-Robert

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Incorrigible optimist, indomitable futurist, and occasional innovator.

Professional Summary

Continuous improvement can only be driven with a culture of humility and good humor. Whether managing teams in product or marketing domains, driving billions in value or millions in revenue, the first step toward success is always to create a culture of open collaboration. Nothing is impossible with enough humility, creativity, and caffeine.

Skills

- | | | |
|-------------------------------------|------------------------------|------------------------------------|
| + 13 years professional experience | + Marketing Data Analytics | + Product Strategy |
| + MBA from RIT (Top 100 university) | + Customer Acquisition | + Budget and Resource Management |
| + 18 years of people management | + Customer-Centric Marketing | + Cross-functional Team Leadership |
| + 8 years running my own business | + Marketing Automation | + AI & ML Systems |
| + Drove 12B impressions at Amazon | + Strategic Marketing | + Generative AI and LLM |

Leadership and Community Engagement

Sebastian City Council Advisory Board

Board Member

Sebastian, FL – June 2023 to Current

Experience

AiryChat AI

Angel Investor

Seattle, WA – May 2023 to Current

Defined the product roadmap, target audience, and monetization strategy. Achieved triple digit monthly growth across all KPIs for 5 months straight.

- + **Head of Product** for our offerings, both B2C and B2B. User research and competitive analysis informed our start, with user behavior informing feature development.
- + **Built the brand** from scratch, targeting an audience of nontechnical Early Majority.
- + **B2B multimodal API** for handling mixed requests for text and image generation, data analysis, web searching, and long format PDF ingestion.
- + **B2C GPT wrapper** with humanized AI personas for easier adoption and improved user prompt quality.
- + August-October trailing 90 days of performance: Weekly Active Users **up 563%**, User Engagement **up 640%**, Organic Search traffic **up 542%**.

Discover Financial Services

Director of Product

Chicago, IL – March 2022 to May 2023

Built the MarTech enterprise group, working closely with the Chief Product Officer and Chief Marketing Officer. Responsible for the full suite of marketing technology within Discover. Defined the strategic vision, roadmap, and mapped business-wide impact of centralization of services. MarTech owns AdTech and has pillars for Marketing Enablement, Data Integration, and Data Engineering.

- + **Single threaded leader** of Discover Marketing Technology.
- + **Backfilled VP Product**, built the new product team, owned full lifecycle of multiple products and programs.
- + **Owned all resourcing, budgeting, and staffing** for Marketing Technology.
- + **Managed 4 Directors** and a team of 12.
- + **Developed roadmaps**, strategic vision, and partnerships across lines of business.
- + **Partnered closely** with engineering, marketing, and data teams for defining problems and developing solutions.
- + **Presented to the President of Discover**, most EVPs and SVPs in attendance.

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- + **Delivered \$11mm** incremental profit through marketing enablement activities.
- + **Saved \$5mm** by eliminating unused and redundant service contracts.
- + **Proposed using Objectives and Key Results OKR goal structure** at the C-level for the annual planning series.
- + **Mentored team members** inside and outside of MarTech.

Amazon

Senior Manager

Seattle, WA – June 2020 to February 2022

Owned the MAPLE product (machine learning powered marketing platform) for our as part of a global risk mitigation initiative worth billions in strategic value. Architected the product use cases and operational strategy as the scope grew to 13 countries, working closely with Engineering, Product, Data, BI, and Marketing. Backfilled a Principal Program Manager, managed team of 6 Product, Program, and Marketing managers.

- + **Recued the program**, moving from red to green in 3 months.
- + **Improved conversions by 59.8%** via a new multivariate A/B testing system for campaign optimization.
- + **Increased zero-cost conversions by 22.8%** by reprioritizing campaigns and leaning into customer engagement.
- + **Reduced cost per acquisition by 42.0%** through UX improvements and ML algorithm manipulation.
- + **Drove 12 billion ad impressions** in 12 months, up from millions prior to optimizations.
- + **Delivered 78% of conversions** for a multi-billion-dollar program.
- + **Trained 45 marketers** across 13 countries.
- + **Mentored 5 members** of the team.

Holland America Line

Senior Manager

Seattle, WA – November 2019 to May 2020

Led the email development team of 3 for Holland America and Seabourn Cruise Lines. The role involved a deep knowledge of email client validation rules, HTML and CSS versioning, and marketing program support.

- + **Refactored email code base** to fix errors, eliminate deprecated code, and improve render stability.
- + **Reduced developer labor by 94%** by building an HTML generator, bringing 8 hours of work to 30 minutes.
- + **Saved \$40k annually** by developing interactive HTML5 email elements in-house.
- + **Mothballed systems** and processes for COVID layoffs.

Amazon

Manager

Seattle, WA – November 2018 to October 2019

Developed national marketing campaigns for the Amazon Key team within Amazon Lab 126. Coordinated marketing, design, program, product management, and engineering for developing effective launch campaigns. Worked with channel teams across the company to secure high value placements.

- + **Owned national rollout of Key for Garage product launch.** Key for Garage allows for secure in-garage delivery of Amazon packages.
- + **Owned national rollout of Key and Ring partnership announcement.** Amazon Key and Ring Video Doorbell began a collaboration wherein Ring cameras could be used to allow Key in-home deliveries.
- + **Owned national rollout of Key for Business line of business launch.** Key for Business allows Amazon delivery drivers to access apartment complex mail rooms 24/7 instead of only business hours, expanding delivery windows by up to 420%.
- + **Exceeded Garage launch sales goal by 1400%.** The Key for Garage Team target was hit in the 2 week launch event.
- + **Attained 70.8% open rate and 44.0% click-to-open rate** for B2B Marketo email marketing campaigns.

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Splash Mktg

Head of Product

Austin, TX – May 2010 to October 2018

Provided support to businesses with limited access to technology and marketing resources. Software development, website management, digital marketing, staff augmentation, and social media management were provided. Working with owners, founders, and VPs to design solutions to business-critical issues, develop local and national marketing campaigns, and provide full stack technology services.

- + **Supported 13 Fragomen Global** microsites for their events.
- + **Developed JS apps for b2b** clients for redistribution.
- + **Built over 200 websites** for clients, with ongoing maintenance.
- + **Managed over 300 websites** for clients.
- + **Saved \$50k** in server costs for a single national client.
- + **Served multinational clients** including Fragomen Global and TrustRadius as well as small businesses.
- + **Stepped in as fractional CTO** for a local rewards card company during partnership negotiation.

Florida Institute of Technology

General Manager, FIT TV

Melbourne, FL – Sep 2007 to June 2010

Florida Tech campus TV station, serving 2500 students on campus and all colleges and student centers. We played blockbuster movies, game streaming before Twitch existed, and student-made content. Local businesses advertised with us, for which we either showed canned commercials or wrote and directed bespoke commercials.

- + **Negotiated contracts** with vendors and advertisers.
- + **Upgraded broadcast resolution** from 480p to 720i.
- + **Managed 5 staff** and 25 student workers, some paid and others volunteer.
- + Hosted events reaching over 1500 attendees.

Education

Rochester Institute of Technology

Master of Business Administration

Rochester, NY

Earned three concentrations in Technology Management, Product Commercialization, and Entrepreneurship.

RIT is ranked as a top 100 national university.

Rochester Institute of Technology

Lean Six Sigma Yellow Belt

Rochester, NY

Florida Institute of Technology

Bachelor of Science in Economics

Melbourne, FL

Graduated cum laude in 3 years.

Vice President of Delta Mu Delta Honor Society.

Won 3 academic awards.

Dean's List for 2 years.

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Projects

GoldenBao.co.uk

Golden Bao

December 2023

BEHOLD THE GOLDEN BAO. This site has a twinkling starfield in the background, hover or click effect, and simple image distortion. Super simple, super clean. (I misunderstood the name 'Golden Bough' in the show The Expanse, and only realized my gaffe when reading the books, so I bought the hilarious domain.)

<https://goldenbao.co.uk/>

<https://github.com/RobertDAllen/GoldenBao>

HotGato.com

Speed Reader App

June 2023

Rapid Serial Visual Presentation (RSVP) style speed reader, presenting 1-5 words at a time, with variable speed, and automatic slowdown for punctuation and numbers. One challenge was in handling special characters, so a decimal and a period are treated appropriately, end-quotes are kept in the correct word chunk, and punctuation edge cases are handled reliably. Operates entirely client-side with the ability to download and use the service on your desktop with confidential materials, after the removing the Google Analytics script.

<https://HotGato.com>

https://github.com/RobertDAllen/HotGato_SpeedReader

oBalls.com

oBalls clicker app

August 2023

Playing with physics in javascript. One of the pieces I am proud of is the audio logic. When balls collide, two sound effects are triggered. Caching was necessary, but eventually hundreds of balls will collide thousands of times per second. My solution was to set a minimum velocity threshold so low-speed impacts do not trigger sounds, then scale the impact volume to the impact velocity. Some object materials do not trigger sounds at all.

This was meant to be a game for cats and babies, so it was built with no score or goal in mind. It is being updated as my toddler demands more functionality.

<https://oballs.com>

<https://github.com/RobertDAllen/OBalls>