

GREG ROBLETO

Product, Design, and Development

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Hi! Thanks for looking at my resumé. My responsibilities include setting product strategy, defining feature roadmap stories, collaborating with key stakeholders. I hire and lead teams to execute and deliver products that are both profitable for the business and benefit millions of customers.



EXPERIENCE

Head of Product Design and Development

The Motley Fool | January 2016 – Present

- Strategized a product development strategy that streamlined time-to-launch for new products from three months to three days, resulting in more than triple the number of new services produced.
- Led a cross-functional team to migrate the entire product codebase to a new tech stack. In the 18-month process rebuilt of the full suite of Motley Fool premium products, actively in use by over 500,000 paying members, to improve the ability to scale and grow.
- Communicated and collaborated with key stakeholders, including VPs of Product, Marketing, Editorial, Investing, and the CEO to maintain alignment on meeting business goals and member needs.
- Hired and managed a team of 10 designers and engineers. Helped develop two direct reports into new tech leaders for the company.

Product Design Lead

The Motley Fool | October 2012 – March 2016

- Leveraged Agile methods to design and rapidly prototype new products and applications including a stock screening tool, portfolio tracking tool, stock watchlist, allocation guidance wizard, and investing reports library. These tools increased member engagement and retention, resulting in more than 3x YoY revenue.

Head of Social Media and Community

The Motley Fool | June 2011 – September 2012

- Established the Motley Fool's entry onto major social platforms through testing and learning new approaches for marketing and brand awareness.
- Developed an algorithm for determining engagement and recruited from those individuals to become Motley Fool discussion boards leaders.
- Coordinated a same-day super-meetup in 81 countries across five continents.

Head of User Experience Design

The Motley Fool | June 2009 – May 2011

- Developed new logos, design patterns, and brand strategy used for web, apps, print, video, and podcast products.
- Led research, design development, prototyping of website, and order process flow for Motley Fool Funds.
- Nominated for The Motley Fool's Master Innovator award.



SKILLS AND CAPABILITIES

As a

Product Lead

- Product Strategy and Roadmap
- Written and Verbal Communication
- MS Word, Excel and Powerpoint
- A/B Testing, Google Optimize, and Analytics
- Agile, Scrum, Kanban
- Design Thinking, Lean/Lean UX, JTBD

As a

Designer and Developer Lead

- Product, UX / UI Design, Front-End Development
- HTML, CSS, SCSS, Javascript, VueJS,
- Python/Django, PHP, APIs
- Git, Atom, PyCharm, Sublime, VS, Terminal
- Axure RP, Omnigraffle, Balsamiq
- Adobe Photoshop, Illustrator, InDesign
- InVision, Framer, Sketch

As a

Manager

- Hiring, Team Building, Individual Development
- Problem-Solving, Decision-Making
- Leadership, 360 Feedback, Goal Setting
- Managing Change, Empathy



EDUCATION & GIVING BACK

- **Degree:** Bachelor of Arts, Cum Laude
Major: English, Minor: Computer Science
University of Delaware, 1999
- **Training:** Leadership Training, Executive Leadership, Critical Conversations, Agile, Design Thinking, Lean Startup, Lean UX, UX Metrics, CSS Grid, VueJS, Mobile Design
Various programs and intensives
- **Teaching:** Courses in HTML, CSS, Wordpress, Web Design and Photoshop
Boston University, Center for Digital Imaging Arts
- **Coaching:** 12 individuals up and coming in Tech, Marketing, Customer Relations
The Motley Fool Coaching
- **Mentoring:** Three User-Experience Designers and Front-End Developers
The Motley Fool Mentorship Program