

# JASON E. ROLLINS

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## SUMMARY

**A hands-on leader in digital product strategy and applied innovation** with expertise in AI/ML-driven products and 20+ years of diverse experience developing consumer and enterprise software and services for both global corporations and scaling startups. Has made significant contributions to award-winning product releases **impacting tens of millions of users and billions of dollars of revenue**. A player-coach who leads cross-functional teams from ideation through successful launches resulting in compelling products, genuine stakeholder engagement, and sustained business growth.

## SKILLS

AGILE ▪ AI ▪ ANALYTICS ▪ BIG DATA ▪ BLOCKCHAIN ▪ COLLABORATION ▪ DESIGN THINKING ▪ DIGITAL TRANSFORMATION ▪ E-LEARNING ▪ INNOVATION ▪ INTELLECTUAL PROPERTY ▪ LICENSING ▪ MACHINE LEARNING ▪ METADATA ▪ PARTNERSHIPS ▪ PRODUCT DEVELOPMENT ▪ PROGRAM MANAGEMENT ▪ SAAS ▪ STRATEGY ▪ TEAM LEADERSHIP ▪ UI DESIGN ▪ UX RESEARCH ▪ VENDOR MANAGEMENT

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## EMPLOYMENT

### HOMETREE DATA, INC.

2025 - PRESENT

*A startup developing AI-enabled analytics and datasets for industry and government customers.*

#### HEAD OF PRODUCT

Leading a diverse team in product scale-up and go-to-market implementation for data analysis and aggregation services for mission-critical research and AI model training.

- Led coordination of multiple partners to win a \$10M government contract for bio-information analytics
- Managed successful migration to the Databricks Data Intelligence Platform driving enhanced product enablement, increased visibility to customers, and \$500K in annual cost savings
- Developed a human-in-the-loop dataset curation process resulting in 75% increase in accuracy and satisfaction

### SPAN DIGITAL INNOVATION

2021 - 2024

*A boutique software and product strategy consulting firm serving both major global brands and scaling startups.*

#### DIRECTOR, PRODUCT MARKETING AND PRINCIPAL CONSULTANT

Led go-to-market and client consulting efforts for software products, SaaS solution development, and knowledge management documentation projects for digital media, e-commerce, and healthcare clients.

- In partnership with Apple, led multiple, custom data analytics and knowledge management projects used by 25M+ customers and supporting \$4B in revenue
- Designed an ETL data pipeline and analytics dashboard for a healthcare startup helping them to a \$1B valuation
- Streamlined licensing options for a digital media marketplace client driving 250% growth

### ARTIFACTS.ai

2018 - 2021

*A startup developing the world's first AI and blockchain-based analytics platform for the global scientific R&D community.*

#### VICE PRESIDENT, PRODUCT AND RESEARCH

Recruited by founder as first employee responsible for leading product management, user experience, and to manage dispersed development teams.

- Led product development of web-based platform, plug-ins, and APIs from ideation through multiple releases
- Developed mutually-beneficial partnerships and licensing agreements with publishers and data aggregators
- Coordinated 0 to 1 growth plan resulting in 2,000% usage increase

### CLARIVATE ANALYTICS

2016 - 2018

*A software/data company formed from the \$4B divestiture of the Thomson Reuters IP and Science business.*

#### HEAD OF INNOVATION

Selected to develop a new innovation program focused on quantifiable increases in market position for data licensing in international b2b and b2c customer segments.

- As lead evangelist, grew the \$300M Web of Science product suite's global leadership position in data analytics, and scientometrics through workshops, presentations, and publications
- Directly drove \$5M in new business leads and dataset licenses in close collaboration with Sales teams
- Established partnerships with a dozen university-based big data research centers resulting in increased product usage, customer co-development projects, and user-validated prototypes

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## EMPLOYMENT CONTINUED

**THOMSON REUTERS** 2001 - 2016

*The world's leading professional media and information firm with operations in over 100 countries.*

**SENIOR DIRECTOR, PRODUCT INNOVATION** 2013 - 2016

Leader of product innovation efforts for the \$1B IP and Science business unit serving thousands of organizations and 20M end-users in the global higher education and scientific research markets. Managed diverse teams of collaborators to initiate, validate, and deliver compelling mobile and enterprise workflow tools.

- As advisor to CEO, helped deploy \$10M of new investment in corporate-wide innovation projects
- Increased year-over-year adoption of flagship data analytics app by 600% through customer-focused updates
- Co-inventor of dozens of innovations resulting in U.S. and international patents

**DIRECTOR, PRODUCT DEVELOPMENT, RESEARCHER SOLUTIONS** - PHILADELPHIA, PA 2005 - 2013

Oversaw product development team for a portfolio of market leading bibliographic management software products. Initiated new projects from ideation through multi-generation, multi-platform product release cycles.

- Key member of management team driving annual revenue from \$5M up to \$25M
- Established and fostered strategic partnerships with leading software vendors including Apple and Microsoft

**SENIOR USER EXPERIENCE DESIGNER** - PHILADELPHIA, PA 2001 - 2005

Led user experience and usability testing initiatives for new and existing web-based, Windows, Macintosh, and mobile productivity software products, including EndNote, Reference Manager, ProCite, and RefViz.

- Managed consumer beta test and engagement program with thousands of customers from 30+ countries
- Designed user-centered enhancements driving 30% increase in satisfaction and 25% decrease in support cases

**DREXEL UNIVERSITY** 2001 - 2009

*A leading, private R1 research university with a focus on design, engineering, and technology.*

**ADJUNCT INSTRUCTOR (PART TIME)** - PHILADELPHIA, PA 2001 - 2009

Led in-person and on-line courses in instructional design and multimedia development.

- Taught in-person and online courses to undergraduate and graduate students
  - Mentored students in qualitative and quantitative research projects
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## EDUCATION

**PH.D. LEARNING TECHNOLOGIES** - DREXEL UNIVERSITY - PHILADELPHIA, PA

- Interdisciplinary dissertation committee for research on web usability and learning modalities
- Doctoral Research Award recipient [funding from NSF Grant: 0127516]

**M.S. COMMUNICATION** - DREXEL UNIVERSITY - PHILADELPHIA, PA

**B.A. ART, ENGLISH, AND HISTORY** *cum laude*, Dean's List, Honors Program - **TEMPLE UNIVERSITY** - PHILADELPHIA, PA

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## PUBLICATIONS

- *Evolving Attitudes: Citations and Metadata for Pre-publication Scholarly Artifacts*, 86<sup>th</sup> ASIS&T Conference 2023
- *System & Method of Facilitating IP Transactions*, US Patent 11,074,663 2021
- *Systems & Methods for Manuscript Recommendations & Submissions*, US Patent 10,509,861 2019
- *Blockchain Solutions for Research Reproducibility & Scientometric Analysis*, 23<sup>rd</sup> STI Conference 2018
- *Enhanced Mobile-enabled Workflow for an Intelligent Research Platform*, US Patent 9,690,807 2017
- Additional publications: <https://scholar.google.com/>

## AWARDS, CERTIFICATIONS, SERVICE

- Career Mentor, Never Search Alone Job Search Councils 2024 - 2025
- International Blockchain for Science Conference, Award for "Best Business Concept" 2019
- National Federation of Advanced Information Services (NFAIS), Innovation Judge 2017 - 2018
- National Science Foundation (NSF), CVDI Program, Industry Advisory Board Member 2016 - 2018
- University of California Cooperative Extension, Certificate in Intellectual Property Law 2017
- Thomson Reuters, Women in Technology Program, Career Mentor 2015
- Pragmatic Institute, Certificate in Practical Product Management 2008