JASON E. ROLLINS

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SUMMARY

A hands-on leader in digital product strategy and applied innovation with expertise in AI-enabled 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 ▪ CUSTOMER DISCOVERY ▪ DESIGN THINKING ▪ DIGITAL TRANSFORMATION ▪ E-LEARNING ▪ INNOVATION ▪ INTELLECTUAL PROPERTY ▪ LICENSING ▪ MACHINE LEARNING ▪ METADATA ▪ PARTNERSHIPS ▪ PRODUCT DEVELOPMENT ▪ PRODUCT-MARKET FIT ▪ SAAS ▪ STRATEGY ▪ TEAM LEADERSHIP ▪ UI DESIGN ▪ UX RESEARCH ▪ VENDOR MANAGEMENT

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

PUBLICATIONS

- *Evolving Attitudes: Citations and Metadata for Pre-publication Scholarly Artifacts, 86th 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, 23rd 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

- Never Search Alone Job Search Councils, Career Mentor   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