

JASON E. ROLLINS

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SUMMARY

A leader in digital product strategy and applied innovation with expertise in AI/ML-enabled products and 20+ years of diverse experience building consumer and enterprise software for both global corporations and scaling start-ups. Has made significant contributions to award-winning product releases impacting tens of millions of users and billions of dollars of revenue. An adaptable problem solver who coordinates interdisciplinary teams to craft solutions to complex user challenges resulting in genuine stakeholder engagement and sustained business growth.

SKILLS

AGILE ■ AI ■ BIG DATA ■ BUSINESS DEVELOPMENT ■ BLOCKCHAIN ■ COLLABORATION ■ DATA ANALYTICS ■ DESIGN THINKING ■ DIGITAL TRANSFORMATION ■ E-LEARNING ■ INNOVATION ■ LICENSING ■ MACHINE LEARNING ■ MANAGEMENT ■ MOBILE ■ PARTNERSHIPS ■ PATENTS ■ PRODUCT DEVELOPMENT ■ PROGRAM MANAGEMENT ■ SAAS ■ STRATEGY ■ TEAM LEADERSHIP ■ UI DESIGN ■ UX RESEARCH

EMPLOYMENT

SPAN DIGITAL INNOVATION

2021 – PRESENT

A boutique software and product strategy consulting firm serving both major global brands and scaling start-ups.

DIRECTOR, PRODUCT MARKETING AND PRINCIPAL CONSULTANT

Lead 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, developed a Customer Success program driving 350% user growth for custom data analytics and knowledge management systems
- Designed an ETL pipeline and analytics dashboard for a healthcare start-up helping them to a \$1B valuation
- Conceived and implemented a digital marketing plan driving 1,500% increase in overall brand engagement and supporting tens of millions of dollars in sales

ARTIFACTS.ai

2018 – 2021

A start-up 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 partnerships, and to manage dispersed development teams.

- Led product development of web-based platform, plug-ins, and APIs from prototype through multiple releases
- Co-created investor pitch materials resulting in \$2M of funding
- Managed strategic partnerships driving integrations, product improvements, and 2,000% user growth

CLARIVATE ANALYTICS

2016 – 2018

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

HEAD OF INNOVATION

Selected to develop a new innovation program focused on quantifiable increases in market position for multi-million dollar 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 \$500K in new business leads and product purchases 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

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 & Science business unit serving 7,000 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 start-up and innovation projects
- Increased year-over-year adoption of flagship mobile app by 600% with multiple customer-focused updates
- Co-inventor of dozens of innovations resulting in U.S. and international patents

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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.

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 \$24M over eight-year period
- Coordinated investment of annual \$3M+ development budget
- 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 20% increase in satisfaction and 15% decrease in support cases

EDUCATION

PH.D. EDUCATIONAL TECHNOLOGY - **DREXEL UNIVERSITY** - PHILADELPHIA, PA

- Dissertation: *Adult Student Interaction with Usable Interface Design of Web-based Educational Resources*
- Doctoral Research Award Recipient [partial funding from NSF Grant: 0127516]

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

B.A. LIBERAL ARTS *cum laude*, Dean's List, Honors Program - **TEMPLE UNIVERSITY** - PHILADELPHIA, PA

SELECT 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
- *System & Software for Citation Network Analytics*, US Patent 9,916,365 2018
- *Blockchain Solutions for Research Reproducibility & Scientometric Analysis*, 23rd STI Conference 2018
- *Incremental Author Name Disambiguation for Citation Data*, 4th IEEE Conf. on Data Science & Analytics 2017
- *Enhanced Mobile-enabled Workflow for an Intelligent Research Platform*, US Patent 9,690,807 2017
- *System & Method for Citation Processing, Presentation, & Transport*, US Patent 8,676,780 2014
- Additional publications available at: <https://scholar.google.com/citations?user=IEkHnfUAAAAJ&hl=en>

AWARDS, CERTIFICATIONS, SERVICE

- 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
- National Science Foundation (NSF), I-Corps Program, Innovation Mentor 2016 - 2017
- Thomson Reuters, Women in Technology Program, Career Mentor 2015
- Pragmatic Institute, Certificate in Practical Product Management 2008