

JASON E. ROLLINS, PHD

PROJECT PORTFOLIO

SOFTWARE PRODUCT STRATEGY AND DEVELOPMENT | TEAM AND PROGRAM MANAGEMENT | INNOVATION AND APPLIED RESEARCH

2025 - 2026 | Hometree Data, Inc. | Roles: Product strategy, team leadership, go-to-market execution

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**.

Challenges:

- Complex partnership and sales channel relationships
- Continually changing product priorities
- Limited development budget

Outcomes:

- Managed successful migration to Databricks Data Intelligence Platform driving enhanced product enablement, and \$500K annual cost savings
- Developed a human-in-the-loop dataset curation process resulting in 75% increase in accuracy and satisfaction
- Created expanded and redesigned go-to-market collateral driving increased customer and partner engagement

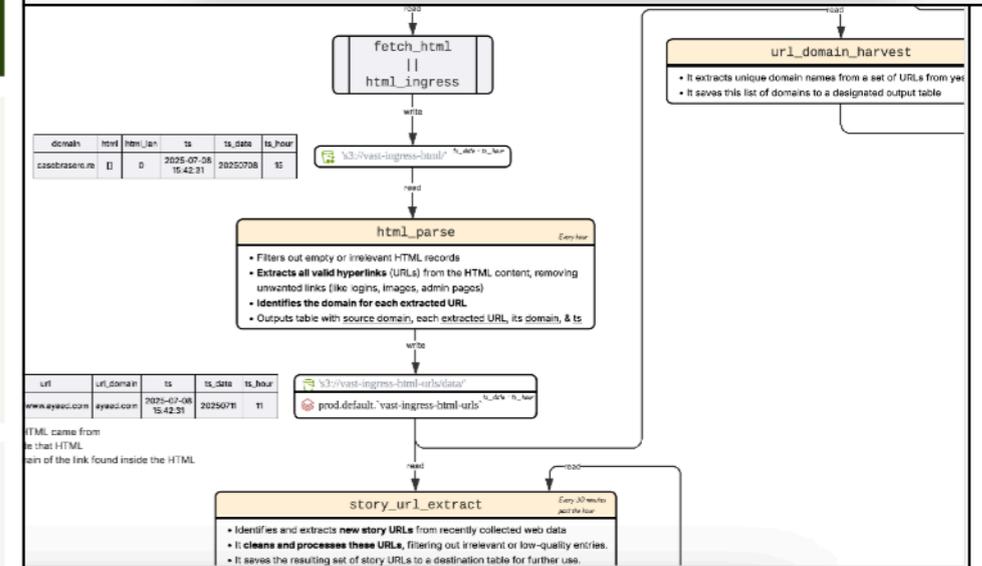
The screenshot shows the Databricks Marketplace interface. On the left is a navigation menu with options like 'New', 'Workspace', 'Recents', 'Catalog', 'Jobs & Pipelines', 'Compute', 'Marketplace', 'SQL', 'SQL Editor', 'Queries', 'Dashboards', 'Genie', 'Alerts', 'Query History', 'SQL Warehouses', 'Data Engineering', 'Job Runs', 'Data Ingestion', and 'AI/ML'. The main content area displays 'Databricks Marketplace > Providers > Hometree Data, Inc.' with a 'Visit website' button. Below this is a mission statement: 'At HomeTreeData, our mission is to empower organizations with real-time, verified intelligence from across the open web—cutting through information chaos and delivering clarity when it matters most. We fuse speed with trust, enabling businesses and governments to detect emerging risks, monitor reputational threats, and make confident, reality-based decisions. With our AI-enhanced platform, we support urgent awareness, trend analysis, and informed decision-making powering scalable AI modeling, and mission-critical operations. Our high-signal intelligence integrates with leading BI tools to enable our customers to spot emerging risks, monitor reputational threats, and act decisively with confidence. In an age of information overload and uncertainty, we ensure that what you know is both timely—and true.' Below the mission statement are six data product cards:

- Custom Dataset: Web / OSINT Data**: Hometree can create a custom set of high-signal, curated web data on nearly any topic with historical data back to...
- OSINT Web Data for Global Supply Chain Planning and Monitoring**: HTD delivers real-time insights from across the open web to help leaders anticipate threats and maintain...
- Healthcare: Biosurveillance**: This web dataset tracks signals of infectious disease activity and emerging biological threats with data back to 2021.
- Curated Web Data for Media & Entertainment Strategy**: Media companies face challenges in today's AI-driven landscape. HTD's high-
- AI / LLM Training Data**: High-signal, web data from HTD offers better AI training by delivering diverse, up-to-date, and context-rich content.
- National Security Intelligence: BioLabs and Biosurveillance**: HTD's datasets provide early warning signals for evolving biological threats



Hometreedata
HOMETREE DATA INC | PALO ALTO, CALIFORNIA | HOMETREEDATA.COM

The diagram illustrates a data processing pipeline. It starts with a 'fetch_html' step that writes to a table 'vast-ingress-html'. This table is then processed by 'html_parse', which filters out empty or irrelevant HTML records, extracts all valid hyperlinks (URLs) from the HTML content, and identifies the domain for each extracted URL. The output is written to a table 'vast-ingress-html-url'. Finally, 'story_url_extract' identifies and extracts new story URLs from the HTML content, cleans and processes these URLs, and saves the resulting set of story URLs to a destination table for further use.



Trusted Data. Timely Decisions.

At HomeTreeData, our mission is to empower organizations with real-time, verified intelligence from across the open web—cutting through information chaos and delivering clarity when it matters most. We fuse speed with trust, enabling businesses and governments to detect emerging risks, monitor reputational threats, and make confident, reality-based decisions. In an age of information overload and uncertainty, we ensure that what you know is both timely—and true.

Our real-time, multilingual, multimodal Global Internet Analysis and Context Engine provides unprecedented information quality and safe access to the open internet—powering scalable AI modeling, and mission-critical operations.

Hometree's offerings—enriched with metadata, geospatial information, and transparent sourcing—integrate with leading business intelligence tools to help our users spot emerging risks, monitor reputational threats, and act decisively with confidence.

Our datasets are available via secure downloads and robust APIs and include both real-time and historical data. Plus, our expert team is available to collaborate and customize intelligence feeds to your exact needs.

Hometree's patent-pending technology represents a fundamental shift from reactive data queries to proactive intelligence generation.

For more information
info@hometreedata.com

2021 - 2024 | SPAN Digital | Roles: Product strategy, project and team management, applied research

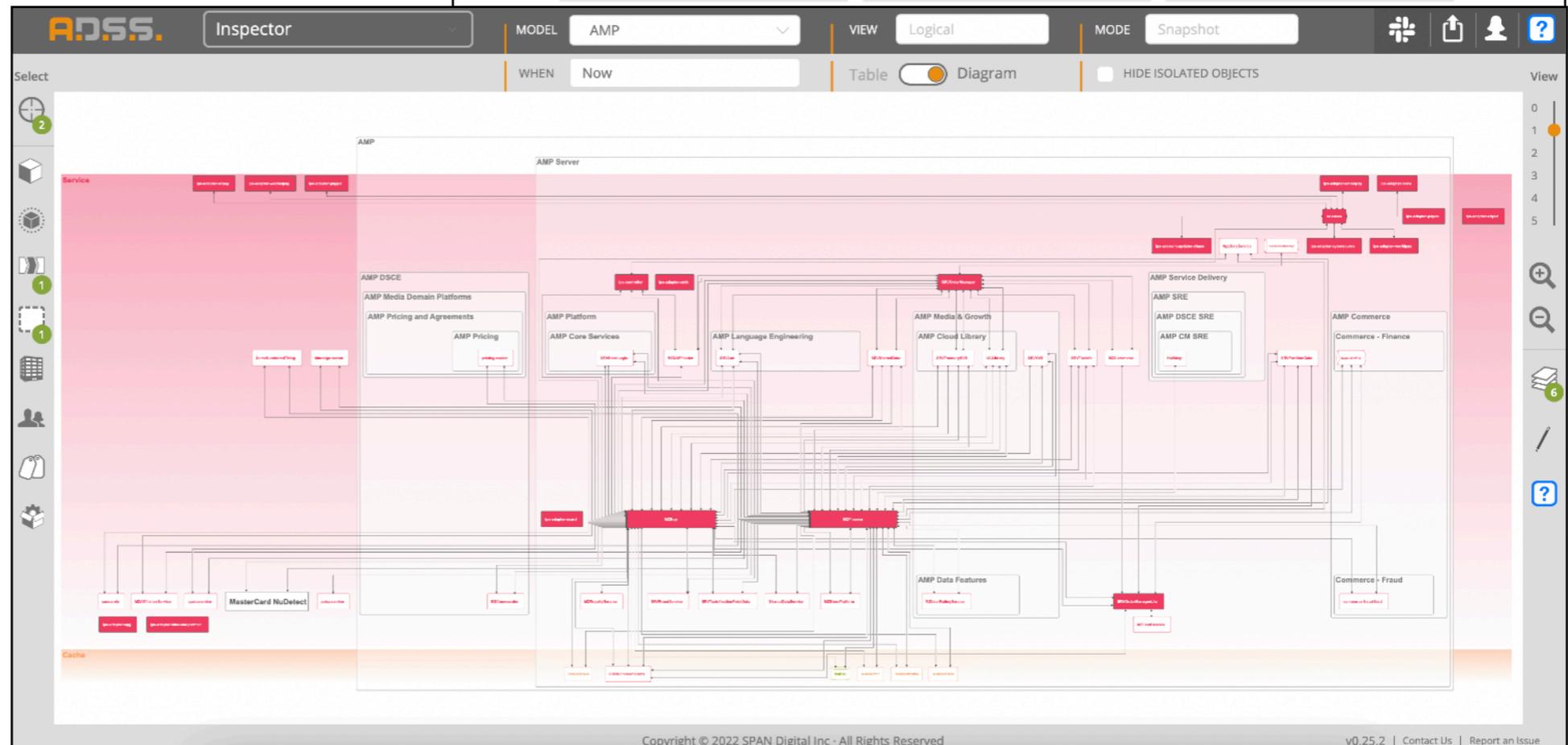
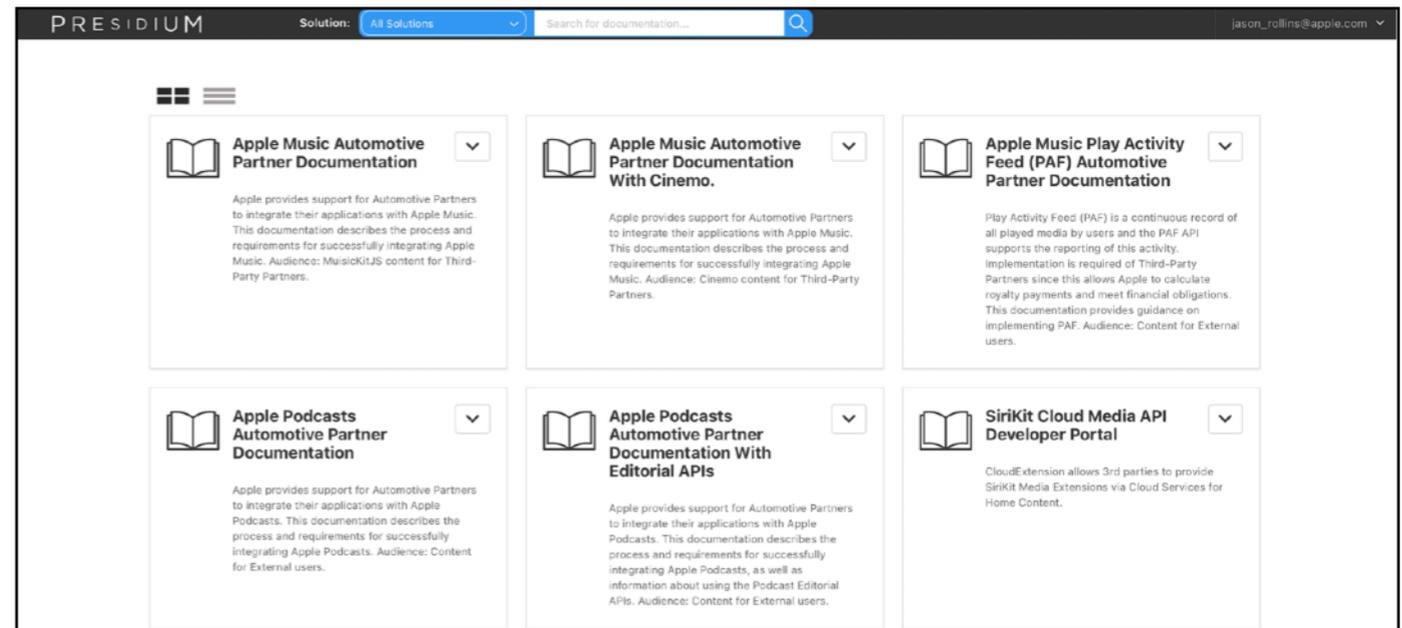
Led client engagements for **Apple Media Products (AMP)** by coordinating cross-functional teams in the design of data analytics and knowledge management systems **co-developed with Apple** for use by internal SWE teams and external partners. Successfully drove dozens of projects through complete product lifecycles from initial scoping through release and post-release support and promotion.

Challenges:

- ▶ Tightly-controlled access to end-users impacted testing and insight gathering
- ▶ Complex security protocols within Apple inhibited timely response to user issues
- ▶ Tribal knowledge of legacy Apple systems included minimal documentation requiring extensive research prior to system development

Outcomes:

- ▶ Developed deep customer relationships supporting multiple license renewals and project extensions worth tens of millions of dollars in repeat business
- ▶ Co-developed tools were adopted as essential on-boarding resource for all new hires
- ▶ User engagement efforts drove 350% usage increase for data analytics product
- ▶ Projects directly supported thousands of Apple staff impacting 500 million end-users and \$4B of client revenue



2021 - 2024 | SPAN Digital | Roles: Product strategy, project and team management, applied research

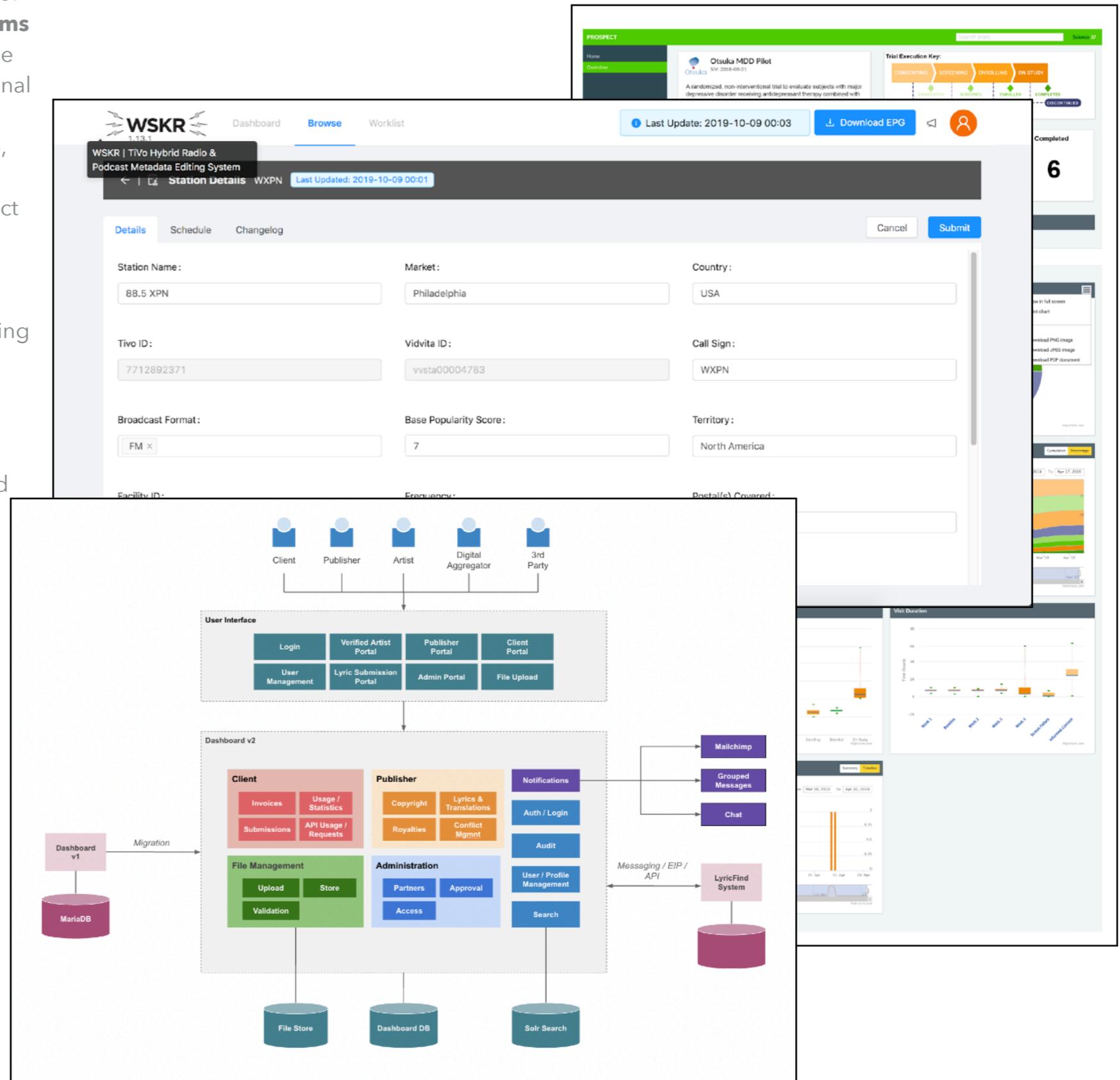
Led Agile teams in the design and implementation of **interactive dashboards and data workflow systems** for multiple digital media, healthcare, and enterprise e-commerce clients including both major international brands and scaling start-ups. Drove projects from requirement gathering through commercial release, including: scoping, staffing, budgeting, project management, user design and research, and product support.

Challenges:

- ▶ Client teams often inexperienced in communicating requirements to contractors
- ▶ Unique tech stacks and development toolchain for each client project required substantial team ramp-up
- ▶ Tight project deadlines and budgets necessitated complex negotiations with client stakeholders

Outcomes:

- ▶ 80% of clients renewed or extended consulting engagements
- ▶ Customer satisfaction NPS in top 5% of software consulting firms
- ▶ Work helped to drive hundreds of millions of dollars of investment in client businesses and impacted tens of millions of end-users



2021 - 2024 | SPAN Digital | Roles: Digital marketing, go-to-market planning, thought leadership

Coordinating across offices in the Americas and Africa, managed designers and marketers who drove substantial business growth through product and service **marketing programs and go-to-market efforts**. Led internal team and vendor partners in the development of design systems, social media content, and video production in support of strategic business goals.

Challenges:

- ▶ Internal team inexperienced with vendor management
- ▶ Executive team often not aligned on goals, requiring substantial redesign and reprioritization
- ▶ Privacy concerns related to key clients often limited impact of Sales collateral

Outcomes:

- ▶ Digital marketing and thought leadership campaigns increased 1,500% overall brand awareness and engagement
- ▶ Revamped branding and go-to-market collateral drove millions of dollars in new business
- ▶ Employer Branding campaign supported aggressive recruiting and staff retention goals

SPAN

Resource Allocation Strategies for Digital Transformation

by Jason E. Rollins

Organizations that embark on digital transformations quickly realize that their scarcest resource becomes their most valuable: software engineers who are tasked with building their offerings. One effective way to allocate resources is to use a three-pronged approach:

1. Focus your own engineers on developing market differentiating features and capabilities.
2. Use external expertise to develop and integrate non-differentiating services that can't be done in-house.
3. Use cost effective SaaS offerings for the rest.

Hybrid approaches of this sort are faster to develop, more differentiated, and better quality than those developed entirely in-house. Businesses benefit from better alignment of budgets with market needs and engagement of internal teams.

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CASE STUDY

Knowledge Management for Apple Music

SPAN collaborated with Apple technical teams to create usable developer documentation for the Apple Music API.

The Challenge
To update and expand the Apple Music API public-facing technical documentation making it more usable for the worldwide app development community.

What We Did
Working on tight deadlines, our knowledge management team coordinated with dozens of Apple stakeholders through a multi-phase process of discovery, development, and delivery. We synthesized input documenting detailed examples for API endpoints, worked with Apple engineers to craft Key Concept articles, and integrated content into a proprietary authoring system.

Results
Apple premiered this documentation at the annual WWDC conference and it is now the primary source of information used by 20M+ software developers working across iOS, Web, and Android platforms. App builders start here to create powerful and engaging media applications enjoyed by hundreds of millions of global end-users.

SPAN

2018 - 2021 | ARTiFACTS.ai | Roles: Product development, team leadership, applied research

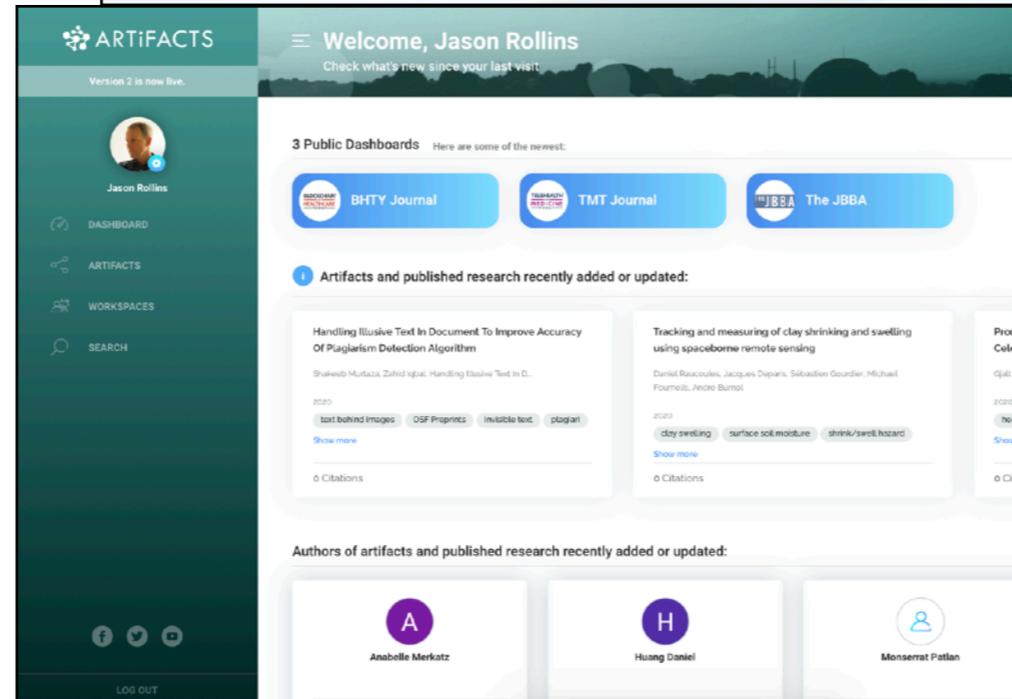
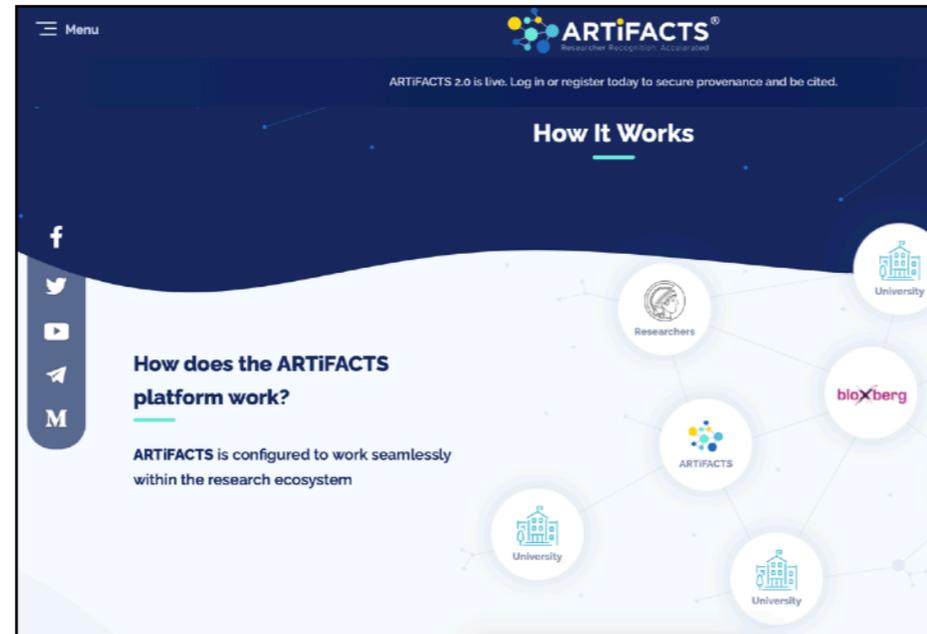
Led a globally-dispersed product and engineering team in the conception and implementation of a new research application for scientific researchers. Planned and oversaw the initial design and build of the platform from prototype through commercial release including support for a substantial business pivot from a focus on academic end-users to enterprise pharmaceutical clients.

Challenges:

- ▶ Minimal development budget
- ▶ Continually changing product priorities
- ▶ Inexperienced development team

Outcomes:

- ▶ Product release supported investment and revenue goals and partnerships with major pharmaceutical companies and university partners
- ▶ Designs drove 2,000% product usage growth and multiple awards
- ▶ Research resulted in several published articles and pending patents



2016 - 2018 | Clarivate Analytics | Roles: Product development, innovation and applied research

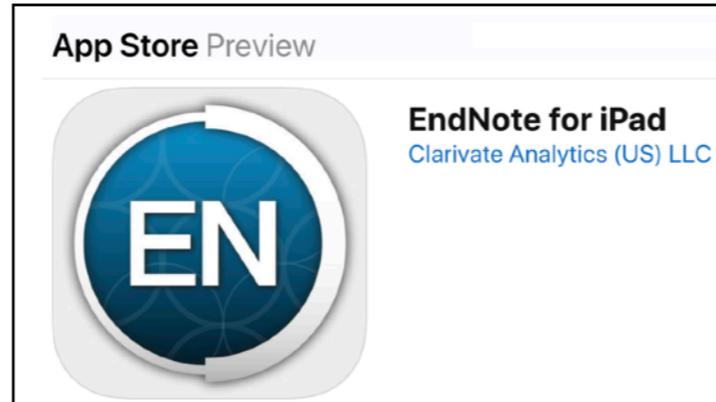
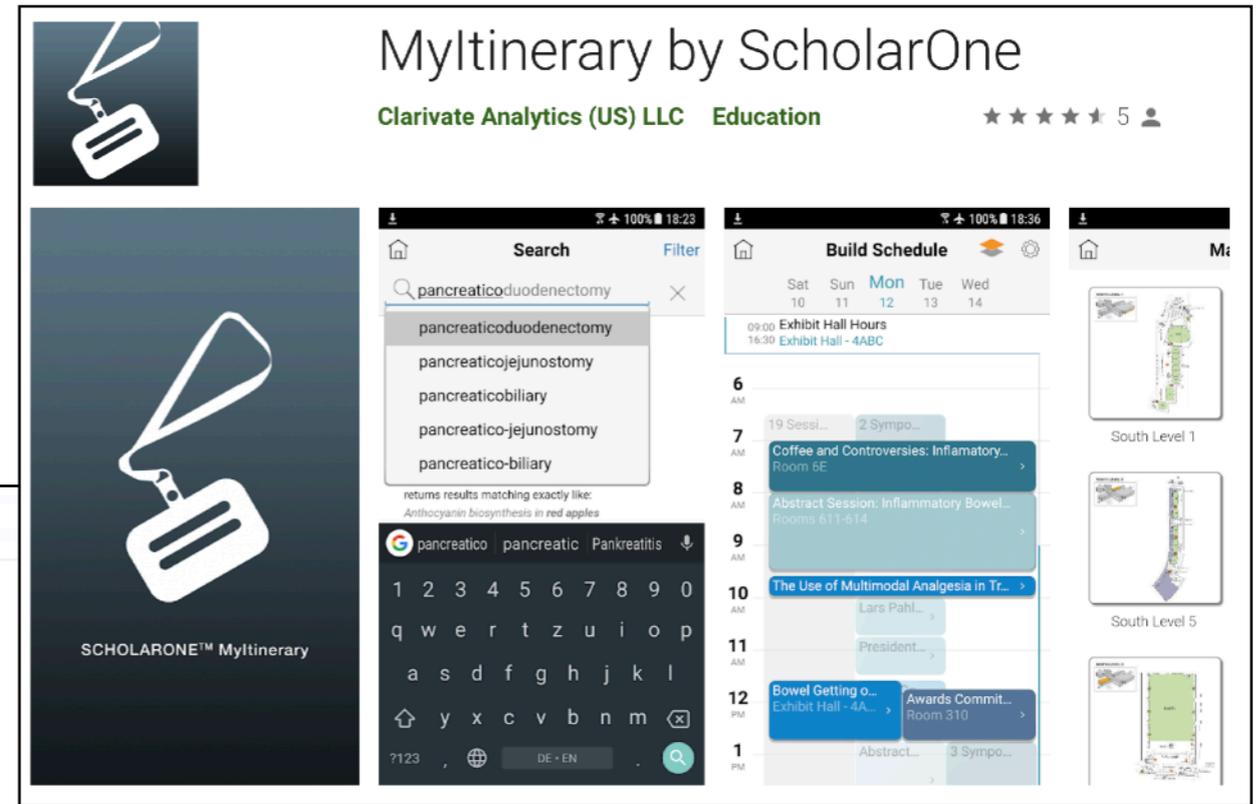
Took a hands-on approach to coordinating teams in the design and development of consumer and enterprise productivity, analytics, and research software tools. Led customer discovery and engagement projects **in partnership with leading universities and government agencies**. Managed projects from initial ideation through business case development, market validation, to product releases. Created repeatable and scalable, innovation processes adopted by product teams across the company.

Challenges:

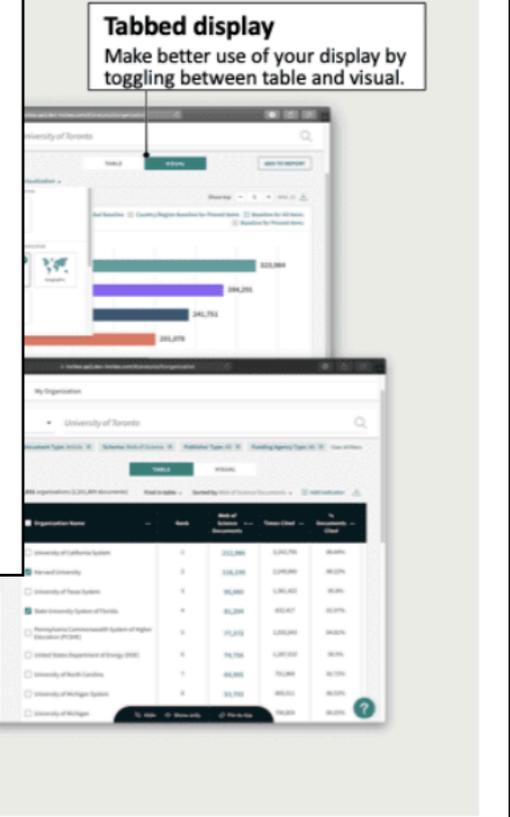
- Complex management hierarchy of product and SWE teams
- Legacy tech stack often hampered innovation efforts

Outcomes:

- Projects drove growth of core products for \$11B business serving tens of millions of global customers
- Projects won multiple design and product awards



iPad Screenshots



Analysis
Filters, indicators, baselines brought together into one convenient location.



2001 - 2016 | Thomson Reuters | Roles: Program management, innovation and applied research

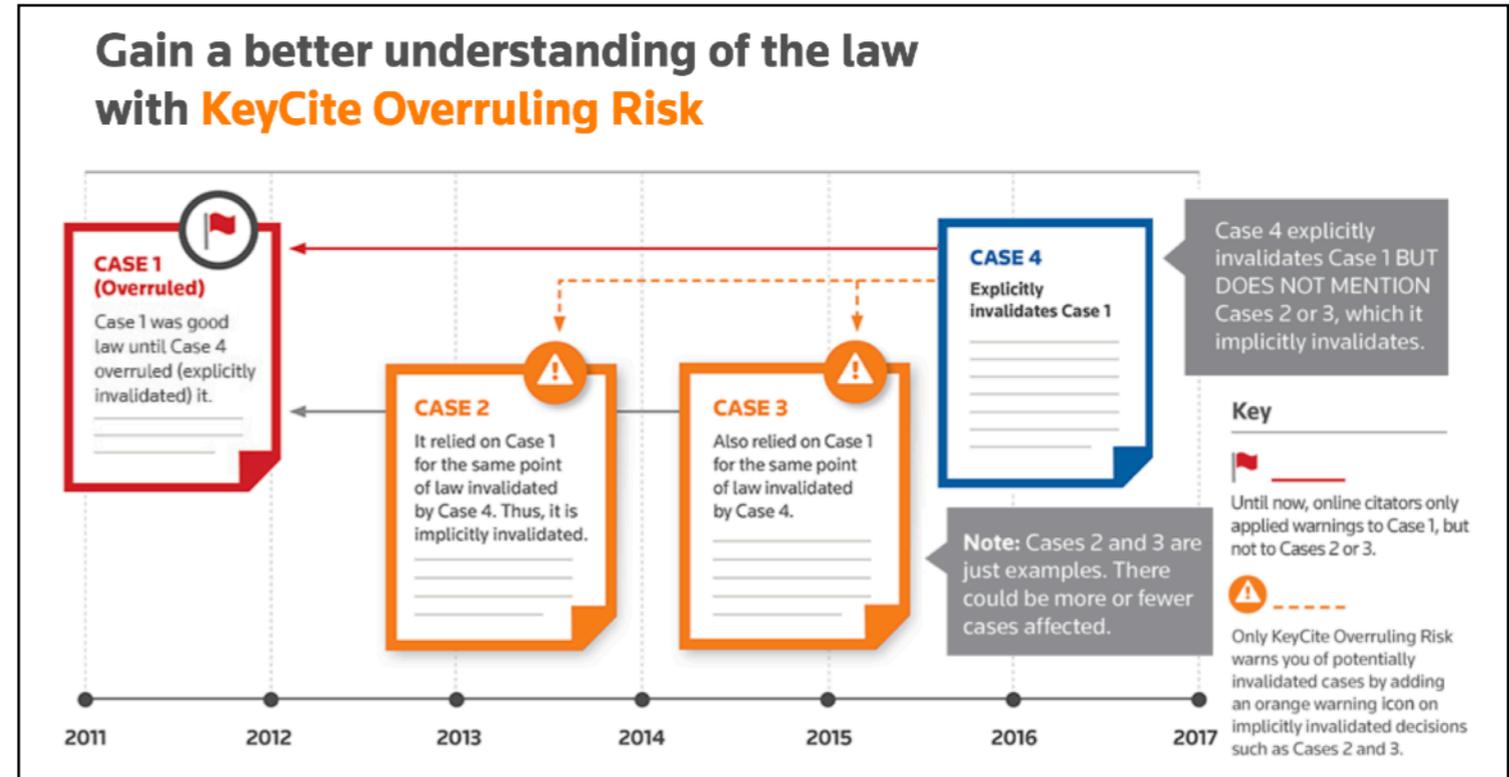
Worked with dozens of collaborators in the design and validation of mobile and web application prototypes and user research projects for consumer and enterprise productivity software tools. **Applied Agile/Lean/Design Thinking approaches to leverage Thomson Reuters assets into cross-market (Legal, Financial, IP, Science) solutions.** Leveraged data, ML/AI techniques, and use cases from different business units to validate product-market fit and launch innovative new products impacting tens of millions of global users.

Challenges:

- ▶ Cash-cow product focus hampered innovation efforts
- ▶ Corporate silos created barriers to team collaboration
- ▶ Sales and Product teams often protective of existing products and customers

Outcomes:

- ▶ Successfully broke down corporate barriers to create cross-business unit platform integrations
- ▶ Projects helped drive IP and revenue growth for a \$50B business



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| 2017 | 5 Year | |

Mobile App Screens:

- Screen 1: Search bar with "Enterprise" and "Smart Search -- enter keywords".
- Screen 2: Search results for "RFID dog collars" showing 529 results from 2010, charts, and market share.
- Screen 3: Detailed view of "1/529 images for RFID dog collars" showing a dog image and a "Share" button.

Was this helpful? YES NO Submit >>

2001 - 2016 | Thomson Reuters | Roles: Product development, innovation and applied research

Drove customer discovery and market validation efforts for a \$1B business unit serving tens of thousands of enterprise customers and 20M end-users. Organized dozens of qualitative and quantitative user research studies of end-users and product buyers. Led a global user research program coordinated with regional Sales and Marketing teams.

Challenges:

- Access to users typically tightly controlled by product teams
- Subjects often had strong existing product-based biases impacting views on new projects
- Substantial variation in regional regulations governing customer data use

Outcomes:

- Created a beta test and feedback program for thousands of users from over 30 countries resulting in 20% increase in user satisfaction for core workflow products
- Research output informed strategic direction for new product initiatives impacting tens of millions of end-users

Executive Summary

45 phone/web interviews with current customers throughout July & August 2015 with goals of:

- Gaining insight into workflow pain points
- Understanding technologies used
- Validation of ideas for Project Neon apps
- <https://thehub.thomsonreuters.com/groups/one-platform-project/projects/concept-development>

Interview subjects:

- Across all academic disciplines - Physical & Life Sciences, Social Sciences, Humanities
- Across all career stages – graduate student to senior, tenured faculty
- Mostly university-affiliated but some government too
- Mainly North American and European-based
- Primarily sourced from current EndNote customer lists.

App Ideas:

- Gauged interest in “Keep Current/Recommendation” and “Manuscript Matching” apps
- Substantial interest in both with only 4 of 45 interview subjects not interested in either idea.
- “Keep Current/Recommendation” app – discussed with 26 interview subjects
- “Manuscript Matching” app – discussed with 19 interview subjects.

Key Opportunities & Challenges for Project Neon:

- **Recommendations** – make them very current and tailored to user interests
- **Mobile** – our users want easy access to updates on the web and in a smartphone app
- **Social** – mix of interest and skepticism about research-focused networks
- **Current customers** – bring very specific views to the new platform based on experience with our current products [WoS & EndNote]



Overview

The research project goal is to gain a deeper understanding of the use of InCites by funding agency staff, validation of existing Funder Explorer functionality, as well as validation of System Reports by academic customers. The findings will help us to understand how these features fit into our user's workflow, any key pain points, and what changes or enhancements may be needed. It is expected that research findings will inform and impact on-going product development

Research Questions & Hypotheses:

- Funding Agency Explorer
- General User workflow and pain points
- Basic System Reports concept validation

Subjects - 12 interviews so far:

- 1 International Consultant [via WebEx]
- 1 US funding agency - 2 librarians [via WebEx]
- 1 European funding/evaluation agency [via WebEx]
- 1 British funding/evaluation agency [via WebEx]
- 1 Australian funding/evaluation agency [via WebEx]
- 7 Japanese academic administrators [2 in person, 5 via email]

Top Line Insights & Recommendations:

- All customers are generally trying to measure “research impact” but all in custom and unique ways.
- Funder Explorer features generally viewed favorably but not meeting an urgent or pervasive need
- InCites generally viewed favorably by users but all had specific criticisms and frustrations.
- Template/System Report generally viewed as helpful by all users but all saw need to modify or tweak.
- Ability to send search results from WoS to InCites universally liked but record limits a challenge.
- Most users want/need more options/control over charts – colors, styles, etc. [Add an ‘Export to Excel’ function?]
- Author disambiguation remains a key concern for most users.
- Possible interest from Japanese market in larger custom data sets – follow up
- Add/improve funding agency name unification.
- Remove/increase record/data set export limit from WoS to InCites.



2001 - 2026 RESEARCH PUBLICATIONS | Roles: Data analysis, team collaboration, writing and editing

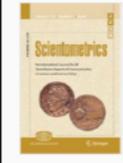
Led the collaborative research and writing efforts of dozens of customers and colleagues. These research projects often extended user-centered product development projects into patents and peer-reviewed publications directly reinforcing major Sales initiatives and Thought Leadership programs. Projects also supported team mentorship and professional growth goals.

Challenges:

- Complex corporate and university IP and privacy rules often slowed project and publication approval process
- Widely-dispersed research teams with varying levels of research experience

Outcomes:

- 2 dozen patents, articles, and conference publications
- Directly increased department IP value by 20% bolstering \$4B business unit divestiture
- 1,400 citations expand the impact and reach of this work



Scientometrics
April 2018, Volume 115, Issue 1, pp 1-20 | Cite as

Web of Science use in published research and review papers 1997–2017: a selective, dynamic, cross-domain, content-based analysis

Authors: Kai Li, Jason Rollins, Erjia Yan

Open Access Article
First Online: 18 December 2017

46 Shares | 4.7k Downloads | 2 Citations

23rd International Conference on Science and Technology Indicators (STI 2018)
"Science, Technology and Innovation indicators in transition"
 12 - 14 September 2018 | Leiden, The Netherlands
 #STI18LDN

Applying Blockchain Solutions to Address Research Reproducibility and Enable Scientometric Analysis

David Kochalko*, Courtney Morris**, Jason Rollins***

*dkochalko@ARTIFACTS,

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4 Author(s) | Zhongqiao Zhao; Jason Rollins; Linge Bai; Gail Rosen | View All Authors

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Introduction
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Abstract
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Document Sections

- Introduction
- Related Work
- The Proposed Method
- Experiments
- Conclusion

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A Multidimensional Investigation of the Effects of Publication Retraction on Scholarly Impact

Xin Shuai, Jason Rollins, Isabelle Moulinier, Tonya Custis, Mathilda Edmunds, Frank Schilder

First published: 26 April 2017

SECTIONS

US011074663B2

(12) United States Patent
Rollins et al.
 (10) Patent No.: **US 11,074,663 B2**
 (45) Date of Patent: **Jul. 27, 2021**

(54) SYSTEM AND METHOD OF FACILITATING INTELLECTUAL PROPERTY TRANSACTIONS

(71) Applicant: Camelot UK Bidco Limited, London (GB)

(72) Inventors: Jason E. Rollins, San Francisco, CA (US); Penelope L. Peng, San Diego, CA (US)

(73) Assignee: Camelot UK Bidco Limited, London (GB)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 615 days.

(21) Appl. No.: 15/007,641

(22) Filed: Jan. 27, 2016

(65) Prior Publication Data
 US 2017/0193619 A1 Jul. 6, 2017

Related U.S. Application Data

(60) Provisional application No. 62/273,732, filed on Dec. 31, 2015.

(51) Int. Cl.
 G06Q 50/18 (2012.01)
 G06Q 10/10 (2012.01)

(52) U.S. Cl.
 CPC: G06Q 50/184 (2013.01); G06Q 10/101 (2013.01); G06Q 50/18 (2013.01); G06Q 30/06 (2013.01)

(58) Field of Classification Search
 CPC: G06Q 50/184; G06Q 30/06
 See application file for complete search history.

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Palmer (Year: 2015).*

Primary Examiner — Jan P Mincarelli
 (74) Attorney, Agent, or Firm — Ohlson, McClelland, Maier & Neustadt, L.L.P.

ABSTRACT
 A system and method is provided for the facilitation of secure intellectual property transactions. The system may receive intellectual property information from system users. The system may match system users based on the provided intellectual property information to facilitate the initiation of an intellectual property transaction. The system may further provide a secure audit trail of all activity that occurs surrounding the intellectual property transaction, thereby increasing levels of trust between the involved parties.

11 Claims, 4 Drawing Sheets