JASON E. ROLLINS, PHD

PROJECT PORTFOLIO

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

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
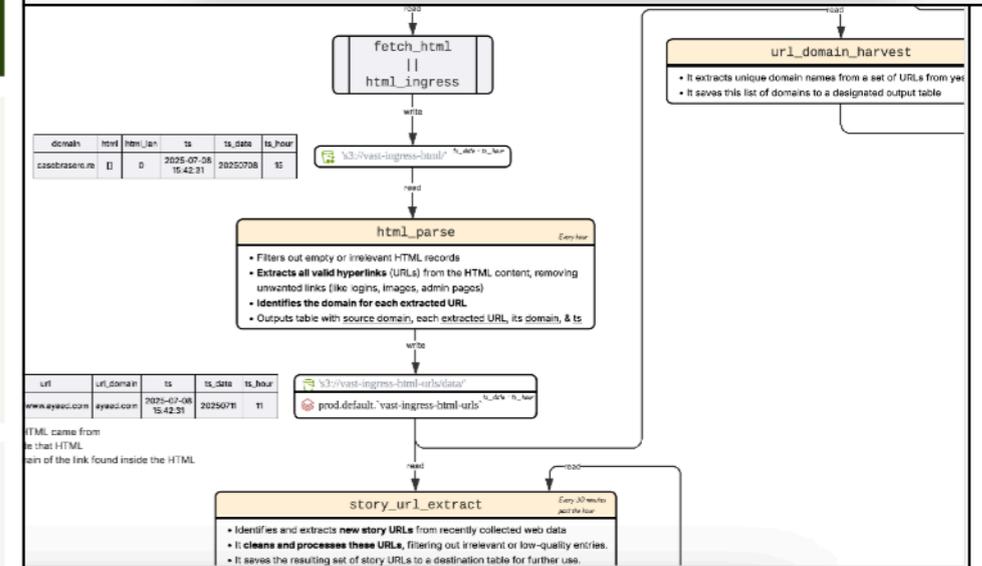
Led client engagements for **Apple Media Products (AMP)** by coordinating cross-functional teams in the design of data analytics and knowledge management systems **co-developed with Apple** for use by internal SWE teams and external partners. Successfully drove dozens of projects through complete product 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
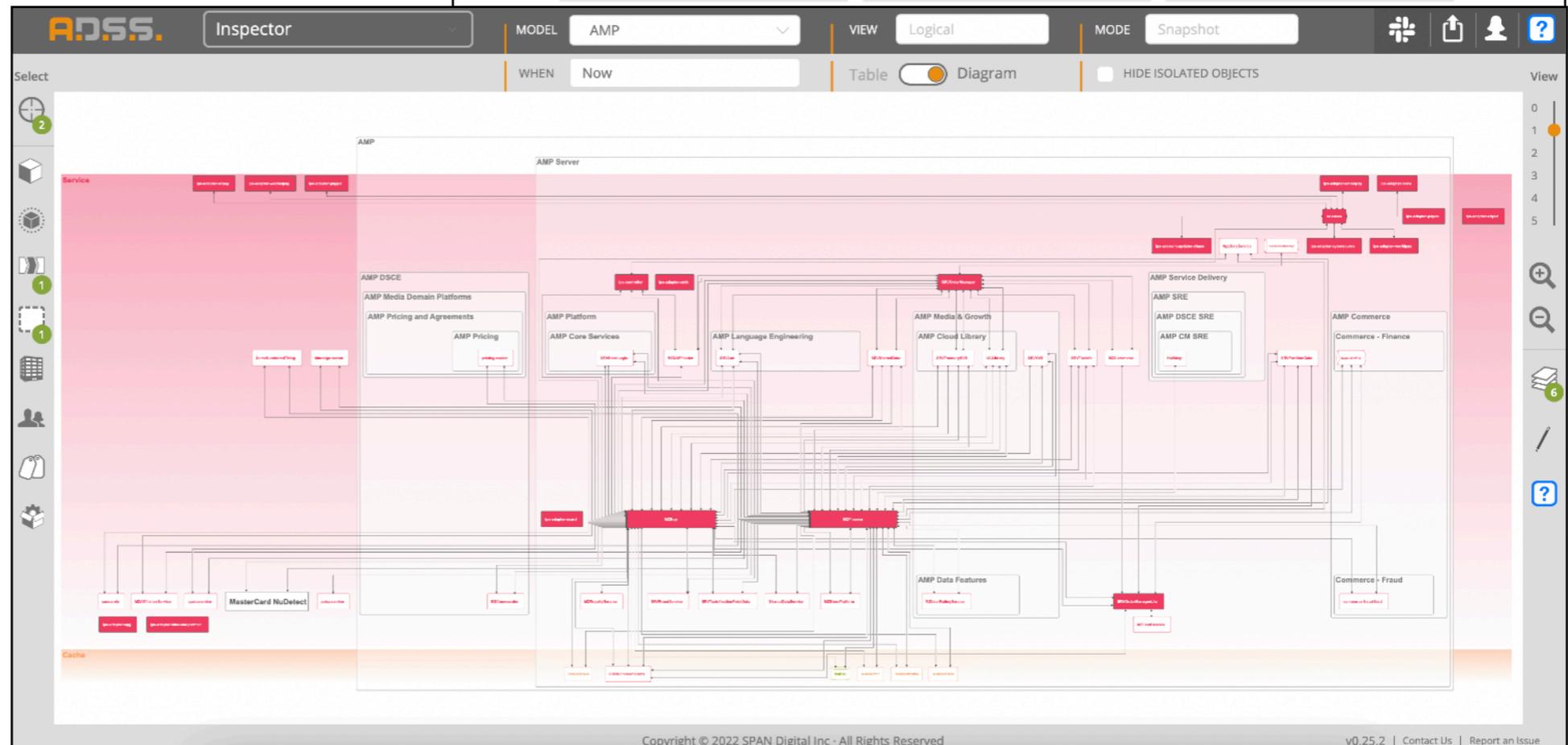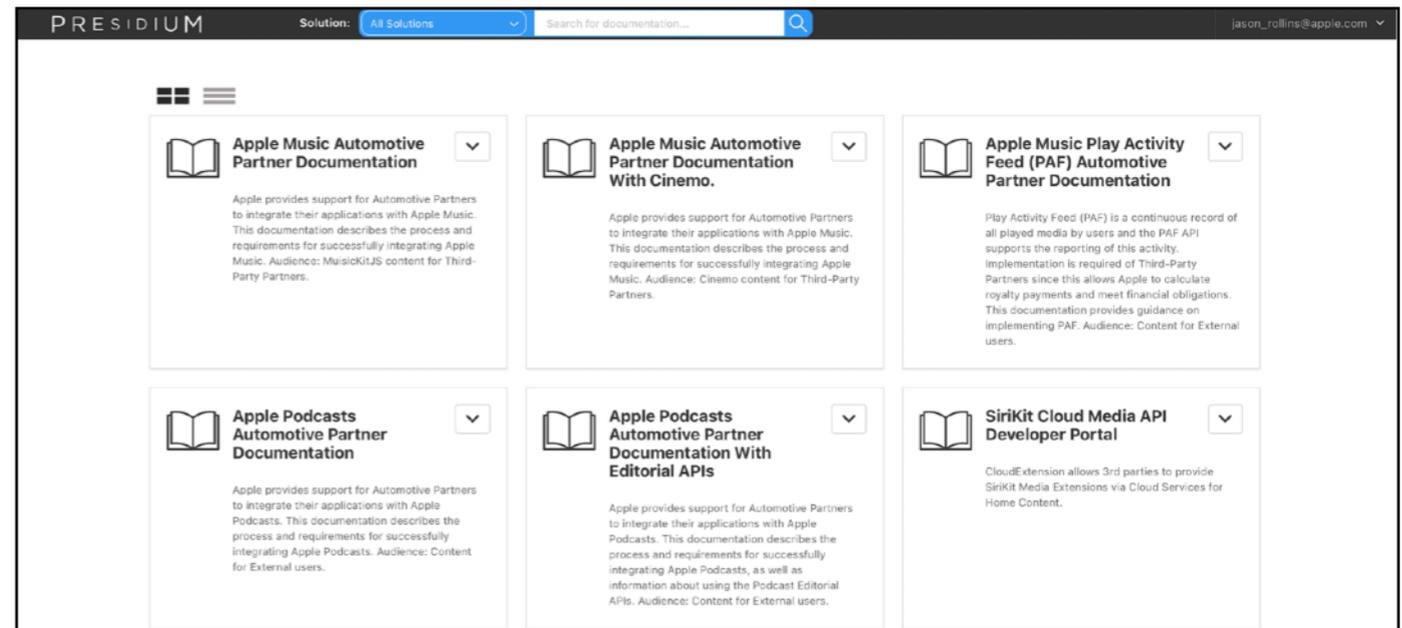
Led Agile teams in the design and implementation of **interactive dashboards and data workflow systems** for multiple digital media, healthcare, and enterprise e-commerce clients including both major international brands and scaling start-ups. Drove projects from requirement gathering through commercial 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
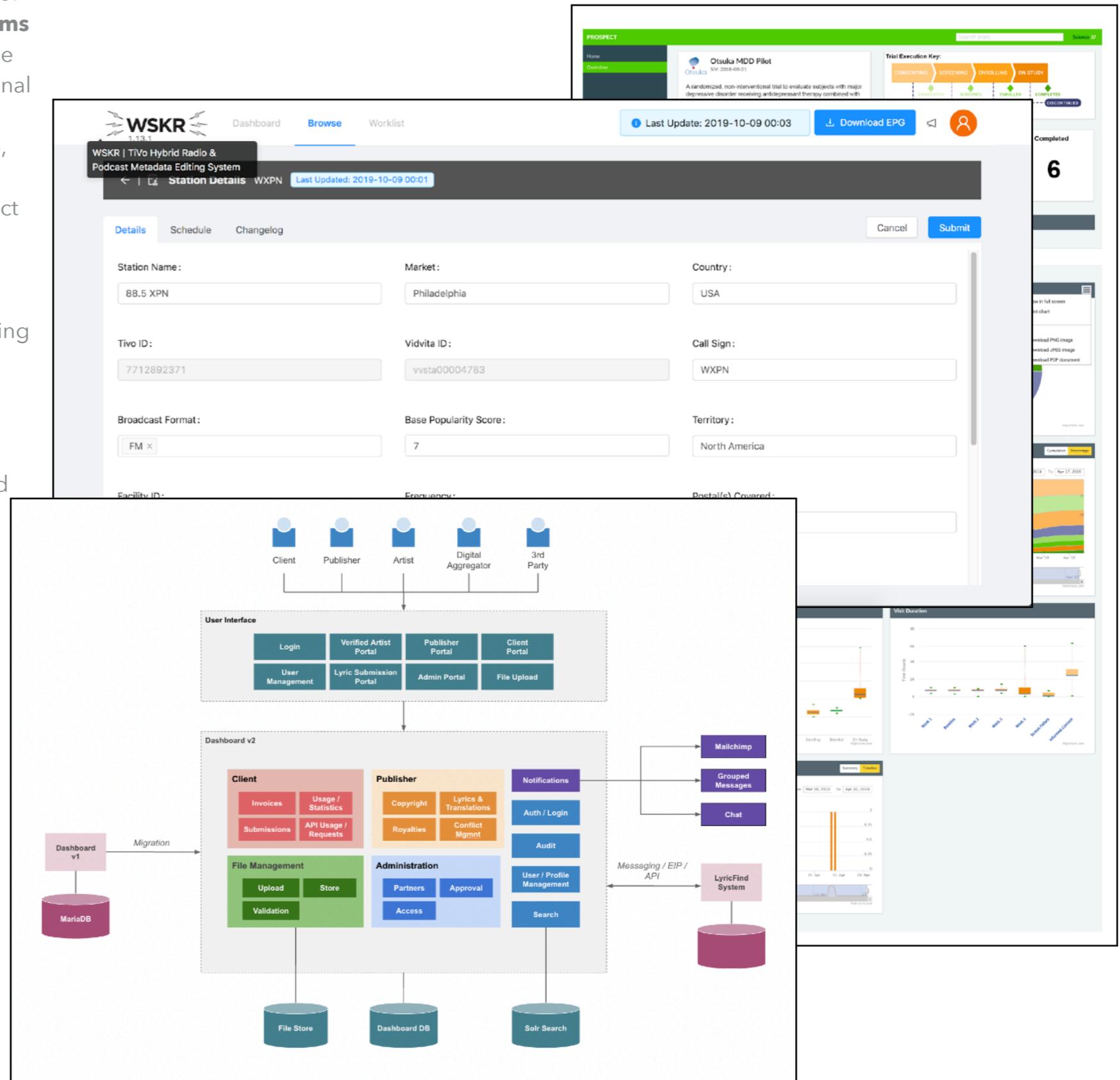
Coordinating across offices in the Americas and Africa, managed designers and marketers who drove substantial business growth through product and service **marketing programs and go-to-market efforts**. Led internal team and vendor partners in the development of design systems, social media content, 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

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
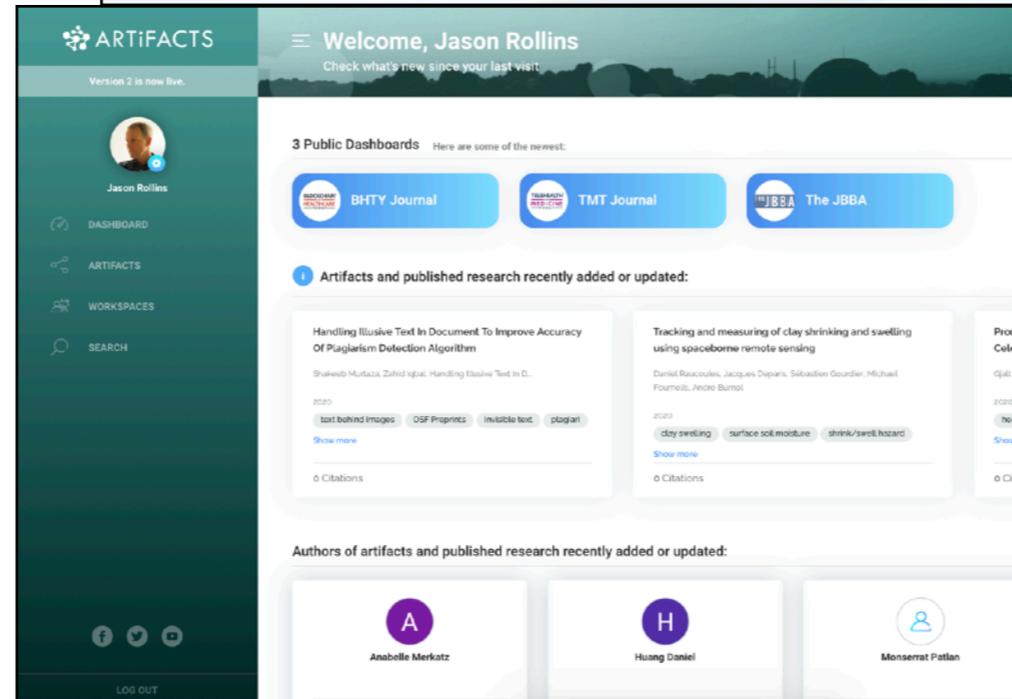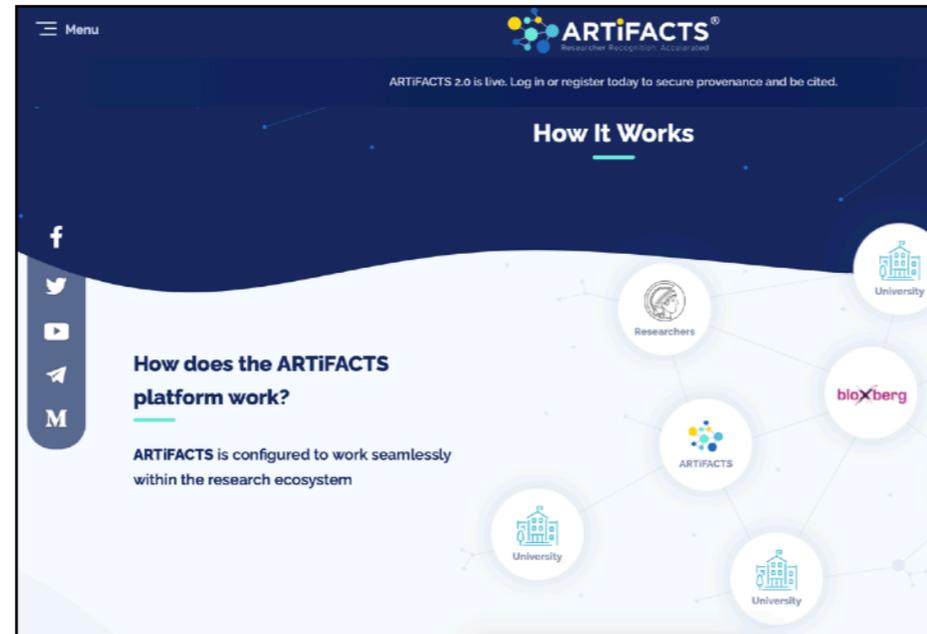
Took a hands-on approach to coordinating teams in the design and development of consumer and enterprise productivity, analytics, and research software tools. Led customer discovery and engagement projects **in partnership with leading universities and government agencies**. Managed projects from initial 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

MyItinerary by ScholarOne

Clarivate Analytics (US) LLC **Education** ★★★★⯪ 5 👤

SCHOLARONE™ MyItinerary

App Store Preview

EndNote for iPad
Clarivate Analytics (US) LLC

iPad Screenshots

Tabbed display
Make better use of your display by toggling between table and visual.
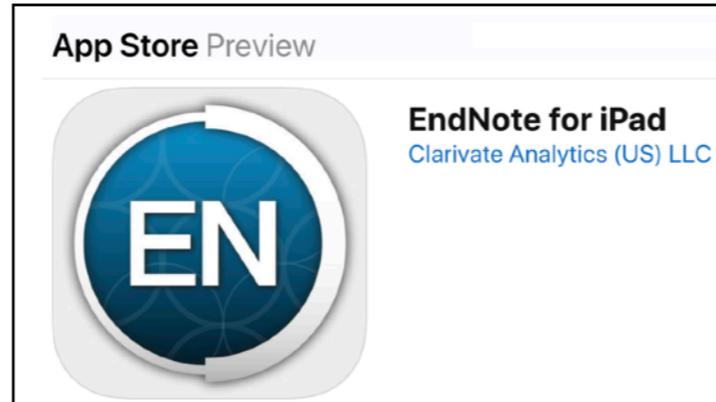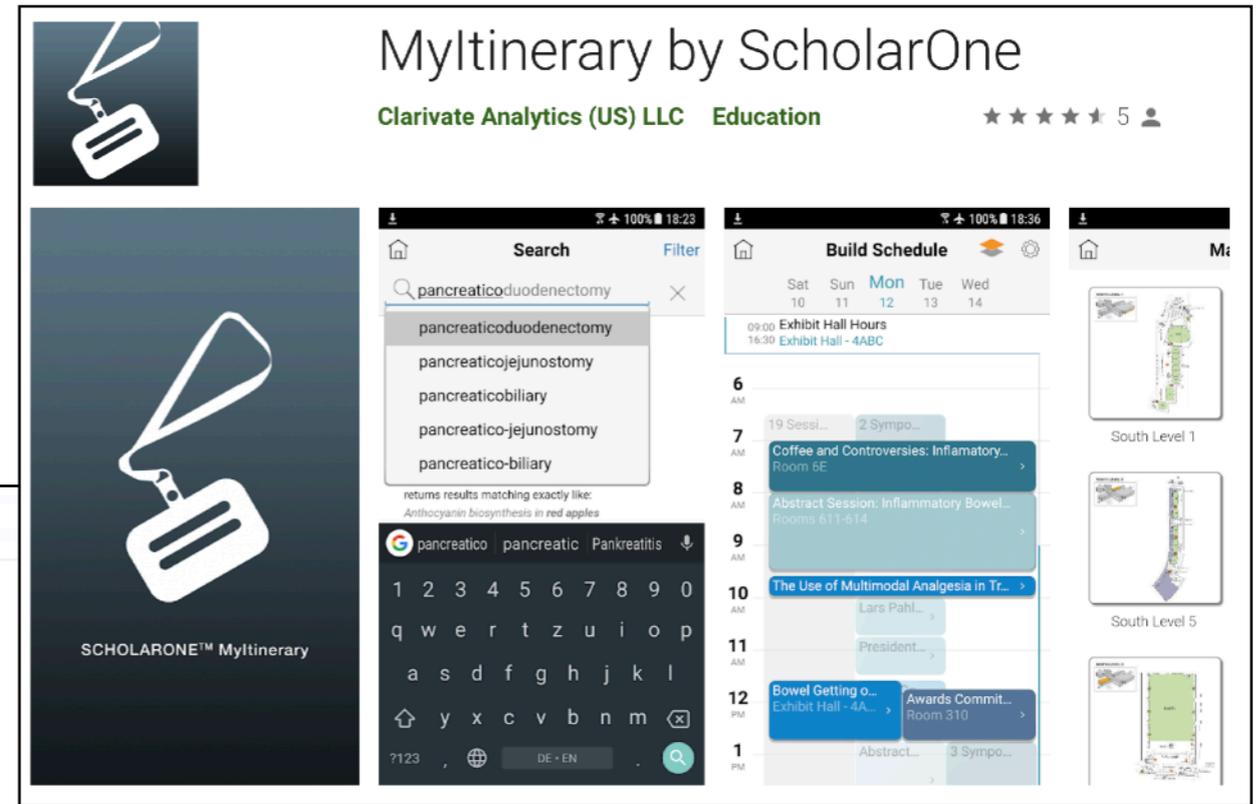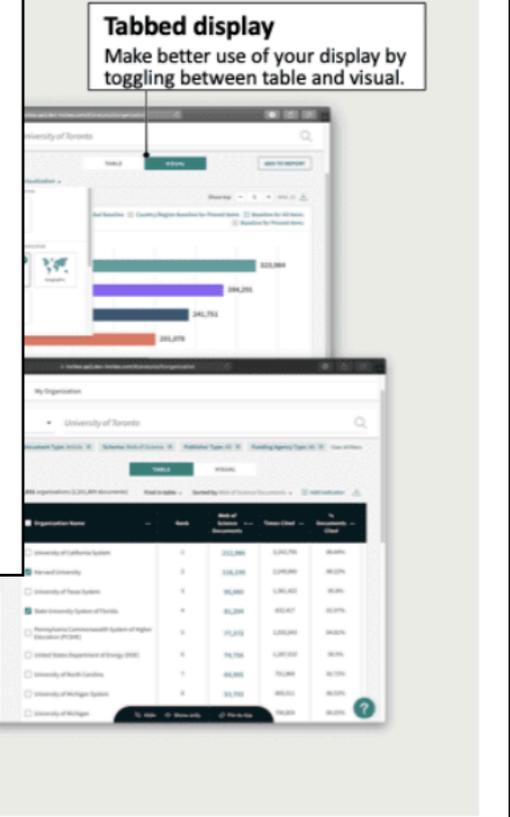
Analysis
Filters, indicators, baselines brought together into one convenient location.

Clarivate™

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

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.

THOMSON REUTERS

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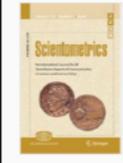
Scientometrics
April 2018, Volume 115, Issue 1, pp 1–20 | Cite as

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

Authors   Authors and affiliations

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First Online: 18 December 2017

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RESEARCH ARTICLE   🔓 Open Access   (cc) (i) (s)

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 2

≡ SECTIONS

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***

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ARTiFACTS,

Blockchain

Introduction
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Incremental Author Name Disambiguation for Scientific Citation Data

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

153 Full Text Views

Abstract

Document Sections
- I. Introduction
- II. Related Work
- III. The Proposed Method
- IV. Experiments
- V. Conclusion

Authors

Figures

References

Keywords

Metrics

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(12) United States Patent
Rollins et al.

(10) Patent No.: US 9,588,955 B2
(45) Date of Patent: Mar. 7, 2017

(54) SYSTEMS, METHODS, AND SOFTWARE FOR MANUSCRIPT RECOMMENDATIONS AND SUBMISSIONS

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 603 days.

(21) Appl. No.: 14/028,120

(22) Filed: Sep. 16, 2013

(65) Prior Publication Data

USPC 715/225
See application file for complete search history.

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Primary Examiner — James J Debrow
(74) Attorney, Agent, or Firm — Duncan Galloway Egan Greenwald, PLLC; Kevin T. Duncan

(57) ABSTRACT

A multi-component software system facility matches unpublished academic manuscripts with a list or set of recommended potential "best fit" publications, e.g., journals, e.g., those publications determined most likely to accept the

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

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(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
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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 2220/18 (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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Primary Examiner — Jan P Mincarelli
(74) Attorney, Agent, or Firm — Oblon, McClelland, Maier & Neustadt, L.L.P.

(57) 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