

JASON E. ROLLINS, PhD

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SUMMARY

A hands-on leader in digital product strategy and partnership development with expertise in AI/ML-driven products and 20+ years of experience building B2B and B2C 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**. An adaptable problem solver who coordinates teams to craft solutions to complex user challenges resulting in 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 ■ MOBILE ■ PARTNERSHIPS ■ PUBLISHING ■ PRODUCT DEVELOPMENT ■ PROGRAM MANAGEMENT ■ SAAS ■ STRATEGY ■ STARTUPS ■ TEAM LEADERSHIP ■ UI DESIGN ■ UX RESEARCH

EMPLOYMENT

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 workflows 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 enterprise and consumer customer segments.

- As lead evangelist, grew the \$400M 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

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

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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 growth from \$5M up to \$25M
- Established and fostered strategic partnerships with leading software vendors and STM publishers

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

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
- *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 Conference on Data Analytics 2017
- *Enhanced Mobile-enabled Workflow for an Intelligent Research Platform*, US Patent 9,690,807 2017
- Additional publications: <https://scholar.google.com/>

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
- The Center For Scientific Integrity, Retraction Watch Project Advisor 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
- 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