

JASON E. ROLLINS

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SUMMARY

A hands-on leader in user-focused product development with expertise in AI-enabled products and 20+ years of diverse experience creating 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 product launches, driving genuine stakeholder engagement, and sustained business growth.

SKILLS

PRODUCT MANAGEMENT ■ AI/ML ■ INNOVATION ■ PRODUCT STRATEGY AND ROADMAP PLANNING ■ TEAM MENTORSHIP ■ OUTCOME-ORIENTED METRICS ■ PLATFORM/API INTEGRATION ■ CROSS-FUNCTIONAL COORDINATION ■ CUSTOMER-CENTRIC DISCOVERY ■ STAKEHOLDER COMMUNICATION ■ PRODUCT OPERATIONS AND DELIVERY ■ USER RESEARCH AND TESTING

EMPLOYMENT

HOMETREE DATA, INC.

2025 - 2026

A startup developing AI-enabled analytics for industry and government customers.

HEAD OF PRODUCT

Led a diverse team in product scale-up and go-to-market implementation of data analysis and aggregation services for mission-critical research and AI model training.

- Drove growth (P&L) for a multi-million dollar government-industry bio-information analytics project
- Coordinated successful migration to the Databricks Data Intelligence Platform driving enhanced product enablement, increased visibility to customers, and \$250K 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 firm serving both 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 projects for digital media, e-commerce, and healthcare clients.

- Contracted directly to Apple to manage 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 a novel AI/Web 3 analytics platform for pharmaceutical research customers.

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 data/software 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

2005 - 2016

A leading, global professional media and information firm.

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

DIRECTOR, PRODUCT DEVELOPMENT

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
- Managed consumer beta test and engagement program with thousands of customers from 30+ countries

EDUCATION

PH.D. LEARNING TECHNOLOGIES - DREXEL UNIVERSITY - PHILADELPHIA, PA

- Interdisciplinary dissertation committee for research on web usability and learning modalities

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

B.A. HUMANITIES *Cum laude*, Dean's List, Honors Program - **TEMPLE UNIVERSITY** - PHILADELPHIA, PA

CERTIFICATIONS AND PUBLICATIONS

- Certificate in Practical Product Management, Pragmatic Institute
- Publications: <https://scholar.google.com/>

2008