

Rob Mann
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Growth & Innovation Leader – Management Consulting – Strategy & Operations

Mr. Mann has over 20 years of consulting and industry experience designing, leading, and implementing growth strategies with a focus on product development, innovation, and business operations. In addition to advisory services, approximately half of his consulting work entails interim management and hands-on execution roles where he has conceived, developed, and launched new products and businesses for mature and start-up brands. Rob has worked across the globe spanning North and Latin America, the Middle East, the UK/Continental Europe, the Caribbean, Greater China, and APAC. Combining creativity with practical business analytics and operating acumen, he has pioneered new product lines, divisions, and ventures from start-ups to Fortune 50 companies. Highly effective in:

- Design-to-Value
- Digital Enablement/Transform
- Experience Strategy/Design
- Go-To-Market Strategy/Mix
- Growth and Innovation Strategy
- Growth/Innovation Operations
- Insights-to-Value
- Product Development
- Strategic Planning
- Product Development
- Project Management
- Business Strategy
- International Business
- Strategic Consulting
- Consumer Products
- Strategic Sourcing
- Digital Strategy
- Competitive Intelligence
- Product Marketing
- Competitive Analysis
- Operations Management
- Marketing Strategy
- International Marketing
- Commodity Markets
- Multi-channel Retail
- Program Management
- Business Development
- Change Management
- Process Improvement

HIGHLIGHTED CAREER ACHIEVEMENTS

- Taught in the Marketing Department at the Wharton School for 18 years, where he served as the Director of Consulting and Strategy in Wharton's GCP.
- Handpicked to be the Global Conference Chairman for the Product Development and Management Association where he led events and seminars deemed to be the most successful in the organization's history.
- Led several IP initiatives addressing product development diagnostics, innovation strategy and strategic design.
- Published works include articles, white papers and book chapters addressing growth, innovation, and product development – some of which rated in the top 10% of the consulting industry according to Source Global and ALM, the industry's observers.

EMPLOYMENT SUMMARY

MilestoneCVC
North Highland
The Wharton School
McKinsey & Company
PricewaterhouseCoopers
PDMA Corp
SapientRazorfish
Kearney
Melville Corporation
Mitsubishi Corporation

Jan 2002 – Present
Nov 2016 – Apr 2020
Sep 1999 – May 2017
Jul 2012 – Sep 2016
Apr 2006 – Jul 2012
Jan 2009 – Oct 2010
Apr 1999 – Jan 2002
1992 – 1999
Jun 1995 – Dec 1995
1990 – 1992