

# Rob Mann

## 25 years of Consulting and Advisory Services Experience



Rob is experienced with designing, leading and implementing growth strategies with a focus on market feasibility/entry/expansion, business models and technology assessments across industries. He combines creativity with practical analytics and operating acumen to grow product lines, divisions and ventures across their lifecycles.

Rob earned his MBA in Multinational Management, Marketing, Finance, and Operations from The Wharton School.

### Highlights

- Taught go-to-market, assessment and insight skills 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 growth and innovation - most recently in the areas of metaverse, quantum and AI/ML/NLP technologies.
- Published works include articles, white papers and book chapters addressing growth, innovation and product development.

### Professional Experience

- **For a business services company** - Led ideation and prioritization of metaverse business opportunities. Immersed in metaverse experiences to understand the current state of the industry, ecosystem, compelling experiences, etc. Created primers with global use cases (including emerging successes and failures) to develop leaders' shared understanding of metaverse segments, technologies and opportunities.
- **For a retail technology start-up** - Screened and prioritized high-potential segments for initial robot piloting, feedback and sales. Evaluated segment market potential and fit to the company's current and future technology capabilities/advantages. Enhanced the technology roadmap to align to market segment needs.
- **For a private equity firm** - Executed three M&A due diligences focused on customer satisfaction and revenue assurance. Benchmarked NPS using interviews and surveys with consumers, insurance companies, real estate firms, etc. Identified differentiating regional assets and improvement requirements for the post-merger integrations. All deals were consummated enabling the acquirer to compete against national service providers.

### Expertise

#### Disciplines

- Commercial Feasibility/Diligence
- Digital Transformation/Enablement
- Go-To-Market Strategy/Mix
- Growth and Innovation Strategy/Ops
- Insights/Design-to-Value/VoC
- Market Assessment/Feasibility/Value
- Product Development/Management
- Tech Assessment/Potential

#### Industries

- Building/Construction
- Retail/Consumer
- Digital/Media
- eCommerce
- Technology
- Entertainment
- Medical
- Professional Services