

Roberto Warren Fisher

Experienced Product Leader, Executive Manager,
Advisor and Innovator



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Overview:

Executive Product/UX leader with an exemplary track record at leading Fortune 500 companies in product development, cross-functional leadership, strategic planning, product innovation, tech/support operations in digital media/content, mobile, social media, ecommerce and enterprise products and services. Product development experience working at leading companies such as Yahoo!, Fox Interactive Media/MySpace, CBRE and Oracle, as well as innovative startups requiring LEAN methodologies such as M-GO (a JV of Dreamworks and Technicolor), Clicked.com and others.

Skills

- Product Management and Product Leadership Experience across Social, Digital and Enterprise
- Strategic Product Planning & Execution
- Global, Web & Mobile Products
- Cross-functional leadership
- Staff Development & Supervision
- Product, UX and Design Specifications
- Web, Data & Information Architectures
- Acquisitions due diligence
- Mergers & Acquisitions Integrations
- Contract Negotiations & Outsourcing
- P&L, Program and Operations Management

Experience:

Head of Product / Executive Team, Flicked

09/14 to present

Flicked is an ad-supported media experience for topical content, and includes voting and gamification. Working with CEO and other team members to pivot from a previous version of the product.

Independent Consultant / Advisor, EdgeLabs

08/11 to present

Offering Full Product Lifecycle/Innovation Management, Program/Project Management, Content/Online Marketing, Competitive Research, Brand Development and User Experience consulting services for digital media, social media, web, mobile and e-commerce businesses, inclusive of interactive consumer devices, mobile products and services, and local or off shore development projects.

Chief Creative Officer and VP of Product Management, M-GO

10/12 to 04/14

M-GO, a partnership of Dreamworks Animation and Technicolor

Overview: M-GO offer consumers Movies and TV Show VOD services to a range of devices from the living room on smart TVs and digital media player devices, smartphones, tablets and PCs.

Served on the executive team, and worked together with our other senior executives on the strategic plan to build out and grow M-GO's business. Responsible for product management, user experience, design, documentation and customer care teams for the video on-demand e-commerce startup.

Highlights:

- Worked with my product team and engineering to produce all specifications and designs for all platforms including M-GO for the web, M-GO for Samsung/LG smart TVs on HTML5, M-GO for VIZIO on Yahoo! Widgets, M-GO for

Roku (Roku is the No. 1 consumer media player in the US, and M-GO is the default embedded offering), M-GO for GoogleTV, iOS and Android mobile experiences, and our e-commerce backend implemented on Magento as well as our UltraViolet implementation.

- Launched M-GO's public beta program, and operationalized the business for being live to our beta customers.
- Planned and implemented M-GO's public launch, and provided day-to-day leadership for our acquisitions and retention programs to our registered users (signed up with credit card).
- Working with the CTO, established our agile development methodology and deployed that to the organization. We called "the M-GO way".
- Worked with our other executives to prepare for investor visits, and represented our product to investors.
- Built out and managed a highly performing cross-functional team of up to 24, first across multiple sites and later worked on our consolidation of offices into Culver City, from San Diego and Burbank.

Vice President of Product, Myspace Music LLC / Fox Interactive Media

4/08 to 08/11

Overview: Myspace Music is a spin-off company created as a joint venture between the online social network MySpace and the four major record labels, which provided free streaming music and other entertainment services to consumers, and provide social media services and various tools for artists.

Led teams across both MSM and Myspace in delivering product and user experience goals, information architecture and visual designs, ad product integrations, licensed and user generated content strategies, search and recommendations, editorial content publishing platform, streaming applications, mobile offerings, and back office operating systems.

Highlights:

- Grew Myspace Music (MSM) from the number four online US music destination to number 1 on comScore, and more than \$25M in annual revenue.
- Launched the new MySpace Music within my committed timeline of < 6 months to C-level executives from a ground up build of our business.
- Drove the overall vision and development of the Myspace profile and its related content products, various publishing tools and stats tools, and exceeded user engagement and revenue performance goals.
- Represented Myspace/FIM at numerous speaking engagements.
- Hired and managed up to a 16 person cross-functional product management and creative team.

Senior Director of Product, Yahoo!

12/01 to 4/08

Yahoo! acquired LAUNCH Media in September 2001, a leading Music website and innovator in online digital media and subsequently re-branded it to Yahoo! Music, becoming the world's then largest provider of online streaming music audio and video experiences.

Product planning and execution across numerous Yahoo! Music and also Yahoo! Entertainment media product and services including LAUNCHcast, Music Videos, Yahoo! Video, Yahoo! Media OS, Yahoo! Music Unlimited and Yahoo! Connecting Life (mobile, living room, and ISP products and services). Led requirements for the overall application infrastructure used to manage and deliver rich media, and the web services supporting content discovery, personalization and provisioning.

Highlights:

- Drove Yahoo! Music to the number one online US music destination following Yahoo!'s acquisition of LAUNCH.
- Led product strategy for Yahoo!'s media distribution, media reporting and media security systems.
- Led the product initiative to establish Yahoo!'s comprehensive go forward plan for its overall digital media roadmap through an investigation of Yahoo!'s uses of media and business models.

- Served as one of Yahoo!'s principle product managers for Yahoo! Media Group's Connected Life initiatives, and product managed some of Yahoo!'s first connected device music media offerings.
- Played a lead product integration role in the acquisition of MusicMatch.
- Specified a model for extending Yahoo! Data Highway for the collection of behavioral analytics.
- Supported deals process and key relationships at numerous digital media companies, including Microsoft, Real, Adobe Systems, and Philips.
- Lead product contributor to Yahoo!'s intellectual property content strategy.
- Hired and managed up to a 26 person cross-functional team.

Vice President, Technology Operations, LAUNCH Media, Inc.

02/00 to 12/01

Responsible for LAUNCH.com's technical and operating infrastructure.

Highlights:

- Led company technology and staffing plans including systems and network engineering, database, website and streaming, helpdesk/NOC, QA and release management, library and encoding operations, technical documentation and project management.
- Successfully executed multiple data center moves on budget and with zero downtime, and various other platform upgrades and migrations.
- Designed and implemented LAUNCH's development, QA, stage and production environments, storage area networks, network attached storage, and CISCO router/switch environments and VPNs.
- Managed LAUNCH's technical operating budget, and led contract efforts with 3rd party providers.
- Hired and managed up to a 24 person cross-functional team.

Executive Producer and Vice President, Production & Operations, LAUNCH Media, Inc.

08/99 to 02/00

Led several product teams, and established production and operation teams supporting LAUNCH.

Highlights:

- Drastically streamlined and improved product quality across the site through a rigorous product and technology effort that spanned the entire organization.
- Teams included producers, developers, and designers, including product development teams supporting ad products and business development deals, and also the content management group who supported site publishing.
- Hired and managed up to a 35 person cross-functional team.

Vice President, Enterprise Automation & E-Business, CBRE, Inc

06/98 to 07/99

CB Richard Ellis is the world's largest real estate services organization, leveraging the industry's most powerful property database to meet the needs of its brokerage, leasing, corporate services, property management, mortgage banking, valuation, research, and investment property clients worldwide.

Defined and executed CB Richard Ellis' product roadmap e-business automation and front office automation products and programs, leading a team of project managers, systems analysts and developers.

Highlights:

- Piloted and launched a comprehensive product solution for the company's data products strategy across CBRE's lines of business, including brokerage, property management, real estate investment and mortgage banking.
- Worked with executive management to establish CBRE's global program office to oversee the dozen or more major integration and automation programs which resulted from the merger activities.

- Established CBRE's strategy for customer relationship management, property and listing systems, web-based content management, document management, and extranet collaboration.
- Managed up to a 23 person cross-functional team.

Vice President of Operations and Technology, Citicorp Investments

2/97 to 06/98

Citicorp (now CitiGroup) is today's pre-eminent financial services company, with some 200 million customer accounts in more than 100 countries.

Led the product team responsible for defining and implementing global applications solutions for global retail investment products featuring a web-based client platform, and supporting cross-business service convergence with other bank divisions.

Highlights:

- Created specification and consolidated multiple points of service and systems of record into a new integrated database and application platform for intranet, Internet, branch and ATM uses.
- Produced systems and operating integration plans with legacy bank systems.
- Conducted gap and usability analyses to ensure continuity of the customer experience, sales model and systems processing, and to understand and minimize risk to existing processes.
- Produced project documentation and interface designs, as well as oversaw the production of business and functional requirements.
- Managed a 6 person product team.

Director of Global Internet Solutions, Oracle Corporation

6/96 to 2/97

Oracle Corporation is the world's largest enterprise software company, providing the software and services that let organizations get the most up-to-date and accurate information from their business systems.

Led numerous product efforts to develop global web and automation solutions, supporting Oracle's initial presence on the Internet, its intranet and a global sales automation effort. Led strategy for online information storage and retrieval systems, and Internet automation programs for Oracle.

Highlights:

- Provided product management leadership, and played a central role in the company's globalization strategy and efforts.
- Launched one of the earliest online information storage and retrieval systems using database technologies on the Internet.
- Developed product requirements and technical marketing for Oracle Financials and Oracle Desktop Products.
- Recognized as Oracle's foremost internal expert in content management and communications.
- Represented Oracle at conferences regarding its information management strategy.
- Managed up to a 5 person development team

Various other product and technical roles at Oracle:

7/90 to 5/96

Senior Manager, Global Productivity Systems

Technical Marketing Manager, Product Line Marketing & Desktop Products groups

Product Analyst, Oracle Purchasing, Financial Applications Division

UNIX Porting Analyst, Financial Applications Division

Operations Coordinator

Education

Stanford University

Bachelor of Arts Conferred with Honors in Values, Technology, Science and Society in '92

Program Concentration: Technology Policy and Regulation

Developed with a focus in public policy and environmental issues. Included courses in the each of the following areas: Economics, Policy Analysis, Computer Science, Statistics, Risk Assessment, Environmental Science, Organizational Theory, International Development, Ethics and Philosophy. Advisor: Dean Thomas McBride, Stanford Law School. **3.7 GPA**

Honors Program

The Politics, Risk Issues and Economics of Hazardous Waste Policy: A Critical Analysis of EPA Programs. Received top recognition. Advisors: Professors Gil Masters, Civil Engineering, and Roger Noll, Economics. **4.0 GPA**

Awards

Text Enhancement Mechanism Patent: US7899808 (Issue date Mar 1, 2011)

Network Accessible Media Object Index Patent US8145727 (Issue date Mar 27, 2012)

Media Enhancement Mechanism (Pending, Application 11/925,280)

Multimedia Enhanced Browser Interface (Pending, Application 11/925,365)

Multimedia Enhanced Instant Messaging Engine (Pending, Application 11/925,321)

Playlist Resolver (Pending, Application 11/869,926)