

Curriculum Vitae

Jeremy Amshu Roberts, DBA ABD

Marketing Executive/Adjunct Professor of Marketing/Philanthropist

CONTACT INFORMATION

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EDUCATION

- D.B.A. Doctor of Business Administration ABD
(Candidate) December 2022
University of the Incarnate Word, San Antonio, TX
Concentration: Business Administration
- M.B.A. Master of Business Administration
December 2006
Tulane University, New Orleans, LA
Concentration: Marketing and Management
- Fall 2005 (displaced during Hurricane Katrina)
Boston University, Boston, MA
- B.B.A. Bachelor of Business Administration
December 2001
St. Mary's University, San Antonio, TX
Major: Marketing and Management

PROFESSIONAL EXPERIENCE

Prosperas 2021 - Present
Chief Marketing Officer, Global Marketing
As the CMO of Global Marketing, I am responsible for all aspect of marketing and sales enablement and oversees marketing strategies and efforts to strengthen company's market position and achieve desired business goals. This includes product marketing, marketing and sales operations, branding and design, lead generation, and customer onboarding and retention. This role will not only execute in the trenches, but also provide strategic leadership, from a market and product perspective to the executive team.

Adobe

2018 - Present

Senior Strategic Value Advisor

I work with customer executives to support conversations around thought leadership, strategic solution advice, and expert consultation on value management to support customer co-innovation, digital transformation, and business process performance improvement. I deliver strategic recommendations and roadmaps that align to and drive the customer's business objectives while guiding them through the transformation of their marketing and their organization based on Adobe best practices.

Enterprise Solutions Consultant – Strategic Accounts (Healthcare & Life Sciences)

I provide strategic technical support for the Healthcare team working with Adobe's Top 40 accounts. I help our customers explore the path to digital transformation and how Adobe's products, solutions, and platforms can benefit their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. I lead technical sales cycles from discovery to commitment and into value realization. Throughout this cycle, I lead strategic solution conversations, technical demonstrations using tailored use cases, and show how the Adobe Experience Cloud can solve a breadth of business challenges and ultimately bring value to my customers.

Solutions Consultant – Corporate

I help Fortune 500 and Fortune 100 companies explore the path to digital transformation. I help them understand how Adobe's products, solutions, and platforms can benefit their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. Through strategic mapping, consulting, and education, I provide technical support, strategy, and expertise on the entirety of the Adobe Experience Cloud.

Left Brain + Right Brain

2017 - Present

CEO

Left Brain + Right Brain is a strategic go-to-market consultancy that brings together the best talent in business development, strategy, digital marketing, and IT to empower local and international businesses seeking to penetrate new markets. We follow the principles of data, analytics, research, and digital transformation to build custom go-to-market solutions that drive timely, measurable, and realistic results for our clients. We believe in integrating science with art, numbers with facts, and quantitative with qualitative data to achieve success. Whether it's building out demand generation engines to drive new customers, launching a new product from 0 customers to its first 50 customers, or helping international companies penetrate the US market, we develop lean go-to-market plans to bring it all to fruition with ease.

#AnalyticsTODAY Podcast

2015 - Present

Podcast Co-Host

Co-hosted by Jeremy Roberts and Sameer Khan, #AnalyticsToday is a podcast focused on Big Data and Analytics and the latest trends in the digital world. This podcast has produced more than 50 episodes and has been downloaded more than 30,000 times worldwide. View my digital marketing & analytics podcast at <http://www.analyticstodaypodcast.com>.

Acxiom

2016 – 2017

Director, Partnership Marketing

Built out and led marketing for the partner sales division (40% of company revenue) where my team was responsible for building strategic relationships with key partners and driving growth in revenue for Acxiom's Tier 1 clients and partners in Americas, EMEA, and APAC. Collaborated with the partner's marketing leadership to develop a phased joint GTM plan to drive campaign awareness, sales leads, pipeline growth and bottom-line revenue.

IBM

2015 – 2016

Worldwide Lead, Product Marketing, Customer Analytics

Responsible for the end to end go-to-market marketing strategy and execution of IBM's Customer Analytics portfolio (Tealeaf, UBX, Watson Customer Experience Analytics). Developed the division's Thought Leadership Initiative to further develop and promote client outreach, product education, customer engagement and evangelism. Led the IBM Competitive War Room for Marketing Analytics.

Harland Clarke

2013 – 2015

Senior Manager, Digital Marketing and Media

Built and managed demand gen engines and managed ecommerce for as many as 13 different B2C brands simultaneously with a collective annual revenue of \$54M. Brands include Walmart, Sam's Club, Costco, Office Depot, Mary Kay, Intuit, and Rodan & Fields. Exceeded expectations by growing online revenue (in a YoY declining industry) by 20% while maintaining a profitable ROI with a 10% decrease in annual budget. Successfully pulled brands out of the red for the first time in 5 years.

Rackspace

2008 – 2013

Marketing Programs Manager

Managed a \$15M annual budget through experience building marketing programs using CRM, web analytics, and marketing automation platforms to drive customer engagement, conversion, and lifetime value. This resulted in an overall CPL reduction by 30% giving way to an increased program growth of 27% YoY. Areas include North America, LATAM, APAC, EMEA. Grew SharePoint from a \$0 product to a \$20M product in 3 years. Drove revenue through farming existing accounts, lead generation, as well as through partner value add sales. Built social media marketing from the ground up (i.e., Facebook, Twitter, LinkedIn, Google+, YouTube). Focused on driving revenue from social media. Developed and led social media 101 training for all 5,000 employees as well as Social Selling training for all sales teams worldwide.

Ninja Marketing Consultants

2011 – 2015

Head of Operations & Principal Consultant

Ninja Marketing Consultants LLC is a Texas based digital marketing company that specializes in creating strategic online marketing programs for businesses working locally in their market and across borders. We have 2 primary offices in San Antonio, TX and Jeddah, Saudi Arabia. We focus on the digital marketing mix strategy to differentiate ourselves and our proprietary campaign attribution system provides maximum returns on online marketing investments.

Cavalcade Productions 2000 – 2004*Director of Marketing*

Regional producer of music-themed special events and Latin, Rock, and Pop concerts. Managed operations and project life cycle for events including contract negotiations, logistics, staffing and marketing. Maintained relationships with talent agencies and sponsors. Supervised up to 50 people per event, mostly temporary help.

Mundofut 1997 – 2000*Office Manager*

Independent wholesaler of athletic apparel and accessories primarily from Mexico to more than 500 retail stores in the United States with annual sales of \$4 million. Managed existing customers and created new accounts. Supervised 4 sales managers, setting sales goals and training to achieve targets. Maintained accounts receivable/payable for 500 stores and coordinated daily incoming/outgoing international shipments.

TEACHING EXPERIENCE

Texas A&M University San Antonio Multi-Year
2020 – Present*Adjunct Professor of Marketing*

MKTG 5369: Digital Marketing

Graduate Course

In this graduate level course, MBA students will learn digital marketing as part of digital transformation. It will provide a framework for developing marketing strategies in digital environments and an understanding of where marketing acts as the driving force of the business. It will discover the intersection of tactical and strategic digital marketing and how to navigate the digital marketing world so that students are ready to take on any challenge.

MKTG 3311: Principles of Marketing

MKTG 3343: Digital Marketing

MKTG 3363: Social Media Marketing

Undergraduate Course

Students will learn about the fundamentals of marketing, modern marketing concepts, components of a strategic marketing plan, basics of marketing channels, and the ethical use and responsibility of using social media. Students will gain a greater understanding of a career in marketing.

MKTG 3343: Digital Marketing 2016 – 2017

Undergraduate Course

In this undergraduate core course, students will learn the fundamentals of digital with a focus on comprehension, analysis, and a holistic understanding of digital marketing strategy instead of memorization. It's all about changing the way students think and the way they approach digital marketing. The goal is to get students ready to contribute on the first day of a marketing job.

New Apprenticeship (formerly Digital Creative Institute) 2015 – Present*Instructor/Mentor/Advisor*

Since New Apprenticeship was founded in 2015, I have worked with the executive team to help develop and build courses for each of the incoming marketing apprentice cohorts. I

currently teach 3 courses: Bootcamp Presentation Pitch, Content Marketing & Lead Generation, and Digital Strategy.

Launch San Antonio 2018 – 2019

Marketing Instructor/Mentor

I am a mentor to startups, small business owners, and budding entrepreneurs on marketing strategies and marketing tactics. I teach a free marketing roundtable series and help people with their marketing and business needs.

Sanford-Brown College San Antonio 2013 – 2014

Adjunct Professor of Marketing & Advertising

Recruited by Sanford-Brown College as an adjunct professor to teach marketing, branding, and advertising courses at the San Antonio campus. This great opportunity allows me to take my passions beyond the workplace and into the classroom. Every week, I get the opportunity to share my experiences with energetic and eager-to-learn students who want to learn real-world marketing and practices so that they can be ready for the workplace on day 1. My classes included: Consumer Behavior, Social Media Marketing, Mobile Advertising, Business Marketing, Search Engine Marketing, and Search Engine Optimization.

RESEARCH & SCHOLARLY ACTIVITIES

Ford, W., Lewis, A. C., Hurley, T., Fekrazad, A., **Roberts, J.**, Kahn, S., & Hurley, C. (2018). When to invite customers in your shoes: Empathy and motivation to review. Southwest Psychology Association Annual Conference, Houston, Texas.

Lewis, A. C., Ford, W., Hurley, T., Fekrazad, A., **Roberts, J.**, Kahn, S., & Hurley, C. (2018). Which lens to put on? Consumers' empathy response to online reviews. Southwest Psychology Association Annual Conference, Houston, Texas.

BOARD SERVICE & ADVISORY EXPERIENCE

American Red Cross – South and Central Texas Area 2018 – Present

Chair-Elect/Board of Directors

I am an active Board Member of the South and Central Texas Area chapter of the American Red Cross serving all counties from Laredo, TX up through New Braunfels, TX covering 13 counties in South and Central Texas.

San Antonio Hispanic Chamber of Commerce 2020 – Present

Board of Directors, Marketing, Membership, & Education Committees

I am an active member of the Board of Directors of the San Antonio Hispanic Chamber of Commerce.

SA to DC Small Business Chair 2022

Leadership San Antonio

Member of Class 37 2012

Steering Committee Member, Class 42 2017

City of San Antonio Small Business Advisory Commission (District 9) 2021 – 2023

Chair & District 9 Appointee

The Small Business Advisory Commission was established on February 18, 2021, by Mayor and City Council to review upcoming policies, regulations, and issues affecting small businesses, outside of the SBEDA Ordinance, and provide recommendations to City staff, Mayor and City Council.

VIA Transit Community Council (VIA Metropolitan Transit) 2021 – Present

Council Member

VIA Policy Sub-Committee Lead

I am a council member of VTCC, established by the VIA Board, and will serve as a transit ambassador and liaison to provide community feedback on a variety of topics, including planning, potential growth, and community outreach. VTCC members represent frequent riders, civic organizations, the business community, neighborhoods and suburban cities, armed forces, centers in education, and the hospitality and tourism industry.

SAWS Community Experience Committee (San Antonio Water System) 2021 – Present

Vice-Chair

The focus of the Community Experience Committee (CEC) is to maintain a constant dialogue with our neighbors by educating and seeking feedback from a diverse group of community-oriented individuals on a range of topics to improve the overall customer experience. With many opportunities to connect with customers online and in the community, it's more important than ever to ensure we are meeting customer expectations and even going above and beyond whenever possible.

St. Anthony Catholic School 2018 – Present

Board of Directors

I am an active Managing Board Member of the St. Anthony Catholic School serving and support the marketing and development committee on all matters concerning fundraising, development, and overall school branding and marketing efforts.

Northeast Lakeview College 2019 – Present

Social Media Marketing Advisory Committee Member

Selected to join an Advisory Committee for Northeast Lakeview College in their development and release of a new Social Media Marketing degree. We are tasked with helping to identify curriculum and courses necessary for a student earning the degree to be relevant and hireable upon graduation.

The Leukemia & Lymphoma Society 2021 – 2022

2022 Students of the Year Leadership Team

As a member of the Leadership Team, my role is to continue the success and growth of the Students of the Year campaign by securing and supporting a potential 30 high-impact candidates to meet and exceed the revenue budget and fundraising goals.

Hill Country Rover Rally 2015 – 2021

Co-Founder & Board member

Hill Country Rover Rally is an annual non-profit off-road event put together independently by Land Rover enthusiasts across South and Central Texas. Our goal is to host an inexpensive Roving event that is fun for family and friends, where Rover fanatics can enjoy off-roading and comradery in a safe and controlled environment. Hill Country Rover Rally is

an independently owned 501C3 nonprofit organization and not affiliated with Land Rover. In 2019, this event achieved status as the largest Land Rover off-road event in North America.

SXSW EDU 2020 2020

Mentor/Advisor

I was selected as an education, digital marketing, and digital career mentor and advisor for businesses and students attending and participating in SXSW EDU 2020.

Ron Nirenberg 2017 Mayoral Election 2017

Campaign Advisor – Online Marketing & Community Outreach

Prior to running for Mayor, I previously advised Ron Nirenberg on his San Antonio District 8 City Council campaign. I again advised him during his 2017 mayoral election campaign that he won. I focused on branding and positioning, and the usage of digital marketing to support his campaign.

Julian Castro 2009 Mayoral Election 2008

Campaign Advisor – Online Marketing & Community Outreach

I advised Julian Castro during his 2009 mayoral election campaign that he won. My focus was specifically on his go-to-market strategy for his online campaign and community outreach using online marketing channels. Julian Castro was Mayor of San Antonio from 2009 to 2014. In 2014, he was appointed as the US Secretary of Housing and Urban Development. He also is a Presidential candidate for the 2020 Presidential elections.

Diversity and Inclusion Committee Member 2013 – 2015

Harland Clarke

Diversity and Inclusion Committee Founding Member 2010 – 2013

Rackspace

Exhibits & Education Committee Member 2014

Witte Museum

AWARDS & ACKNOWLEDGMENTS

2022 Amazing Adjunct Spring 2022 for Texas A&M University San Antonio

2022 American Red Cross Contribution of 120+ volunteer service hours as a Board Member, Mission Committee Chair, Community Volunteer Leader, and Disaster Relief Operation Volunteer

2021 Adobe Community Leader Award

2020 Addy Awards: Bronze & Silver for “What Will It Take” COVID-19 Prevention Campaign

2019 Addy Awards: Gold for Best Website for VisitSanAntonio.com

2019 Addy Awards: Gold for Best Overall Interactive for VisitSanAntonio.com

PROFESSIONAL SPEAKING & ADVOCACY

I have spoken at dozens of conferences, customer events, and partner events over the past 20 years with audiences up to 500 people. My typical areas of focus are on the topic of digital marketing, MarTech, data, analytics, demand generations, marketing strategy, and social media. Listed are notable events that I have participated in. I have also spoken as a representative of city public services and the City of San Antonio on varied topics including nonprofits, small businesses, economic development, and growth.

SMBWorld 2022

Six Pillar Framework for Enabling Digital Transformation
Presenter

Economic and Workforce Development Committee (April 26, 2022)

Presenter

<https://sanantoniotx.new.swagit.com/videos/170900> (Beginning at 24:15)

UWIBC Annual Conference 2021: Six Pillars of Digital Transformation Needed to Endure the Pandemic

Presenter

Link to view the event: https://youtu.be/DQWHNBaC_s

Adobe Experience Cloud: Changing the World Through Digital Experiences 2021

Presenter

<https://aem-solutions-q4.dxfieldmarketing.adobeevents.com/sep2/>

American Red Cross Quad State Tornadoes Telethon 2021

KSAT 12 On-Air Spokesperson

American Red Cross Hurricane Ida Telethon 2021

KSAT 12 On-Air Spokesperson

American Red Cross Tropical Depression Imelda Telethon 2019

KSAT 12 On-Air Spokesperson

American Red Cross Hurricane Barry Telethon 2019

KSAT 12 On-Air Spokesperson

The Impact of Data Analytics in the World of Marketing (McGill Data Network) 2021

Panel Moderator

Link to view the event: <https://www.youtube.com/watch?v=SlccKC9vXz4>

MDX 2019

Presentation Title: 3 Keys to Building a Strong Marketing Ecosystem – Marketing Technology, Marketing Practices, Team Innovation

American Red Cross Hurricane Michael Telethon 2018

KSAT 12 On-Air Spokesperson

MDX 2018

Presentation Title: 3 Critical Capabilities to Support the Customer Journey & Personalization 2018

MarTech Conference 2017

Presentation Title: Marketing in the Open Garden – Connecting your marketing ecosystem at the data layer

Link to View Speaking Session: <https://vimeo.com/218846038>

MarTech Conference 2016

Presentation Title: The Fragmented Marketing Ecosystem

The Presentation was Featured in Forbes

Five Marketing Lessons from MarTech 2016: Where Marketing And Technology Collide

Link to Article: <https://www.forbes.com/sites/shephyken/2016/03/26/five-marketing-lessons-from-martech-2016-where-marketing-and-technology-collide/#4f7d050f251b>

Gartner IT Symposium 2016

Presentation Title: The Fragmented Marketing Ecosystem

Digital Summit – Atlanta 2016

Presentation Title: The Fragmented Marketing Ecosystem

Digital Summit – Dallas 2016

Presentation Title: Digital Marketing – It’s about evolution, not revolution

Digital Summit – Minneapolis 2016

Presentation Title: Digital Marketing – It’s about evolution, not revolution

Link to View Speaking Session: <https://slideslive.com/38897745/digital-marketing-its-about-evolution-not-revolution>

IBM Amplify 2016

Presentation Title: The Fragmented Marketing Ecosystem – Integrating Customer Experience with Data and Analytics

Customer Experience for Financial Services (CXFS) 2016

Master of Ceremonies

Dreamforce 2012

Presentation Title: Social Sales Revolution

Contents of Curriculum Vitae are current as of May 26, 2022