

# ROBERT RAUFFER

DIGITAL PRODUCT MANAGER, MARKETER & MENTOR



rob@rauffer.com 732.233.9044  
http://rauffer.com

I am a multidimensional product leader, marketer/creative director and video based content developer with a passion for developing and marketing innovative, consumer-centric products. I have a proven track record in creating highly successful solutions across B2B and B2B2C markets for start-ups and fortune 500 companies. I've launched multiple digital businesses and developed successful go-to-market strategies taking products from concept to acquisition.

As a hands-on product leader, creative director, mentor and coach I empower team members to think different, inspiring them to reach well-defined goals with creative solutions. I advocate open and fluid communication, fostering collaboration between business units, marketers, and technologists. I build and manage cross-functional teams instilling Agile methodology principles and promoting sustainable development cycles. I establish long-term strategic roadmaps while focusing on short-term deliverables and embracing an ever-changing consumer environment.

## EXPERIENCE

### BLACKBIRD PRESENTS

NEW YORK CITY

**2014- PRESENT**  
2012- 2014 (CONSULTANT)

#### CMO / HEAD OF DIGITAL & BRAND STRATEGY

Lead the creation and execution of highly successful entertainment brands centered around multi-artist concert events, festivals, broadcast series & specials (AMC Networks, AXS, & PBS), and music releases. Manage the complete brand lifecycle from initial concept through the development of live performances, broadcast, packaging and product distribution. Oversee all aspects of digital product development and operations (Desktop & Mobile) for individual brand experiences, ecommerce/fulfillment, social networks and digital marketing. Develop digital and brand strategies, reporting directly to the CEO. Manage secondary video teams in the capture, creation and post production of documentary footage. Oversee video asset management including in-house media server and AWS storage systems. 2015 Grammy Nominee, Live Blues Performance Video, Gregg Allman: All My Friends. <http://blackbirdpresents.com>

### AOL/CAMBIO

NEW YORK CITY

**2010- 2013**

#### DIRECTOR PRODUCT MANAGEMENT

Co-creator and product owner, Cambio.com (created while at MGX LAB and acquired by AOL in 2012), the #2 Comscore ranked and #1 socially driven millennial entertainment platform across the AOL network, delivering over 35m PV's per month, serving nearly 20m in paid media with 300% UV growth YOY. Developed and managed product strategy, roadmap, and prioritization for all releases. Led an Agile team of 50+ designers, developers, and content creators. Oversaw content, social and marketing strategies. Webby Award Honoree, 2014 Celebrity Fan. <http://cambio.com>

### MGX LAB

NEW YORK CITY

**2009-2011**

#### EVP/CIO CLIENT PRODUCTS

Second in command of this digital development & branding firm focused on digital product development, branded entertainment and sponsorship initiatives for some of the world's top entertainment brands and personalities. Led an Agile team of strategists, designers, developers, and marketers launching highly innovative large-scale digital products and branding campaigns. Increased productivity and revenue growth over a twelve-month period by nearly 100%. Developed and executed award-winning campaigns for Muhammad Ali, Brad Pitt and The Jonas Group. Webby Award, 2010 Activism. Transitioned to AOL/Cambio upon the launch of cambio.com.

### BIG RIG CREATIVE

BROOKLYN, NY

**2003-2009**

#### CEO, PRODUCT MANAGEMENT & OPERATIONS

Co-founder of this digital product development and marketing firm. Led teams of product managers, designers, developers, and marketers while overseeing business development, client management, and day-to-day operations. Developed Award-winning products and campaigns for Cingular Wireless, at&t, US Ski & Snowboard Team, AOL, PR Newswire, and Red Bull. Creating a multi-million dollar line of interactive DVD&CD-ROM products for US Ski Team. Webby Award, 2005 Professional Services.

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## EXPERIENCE CONTINUED

### DIGITAL PULP

NEW YORK CITY

1998–2003

### SENIOR INTERACTIVE PRODUCER / CLIENT PRODUCTS

Led product design, development and marketing projects for the firm's largest multi-million dollar accounts. Developed client proposals, pitches and led negotiations. Managed market/consumer research and specifications phases. Created PRD & PMR documents and defined product vision and campaign strategies. Managed budgets, internal and external resources, and all aspects of design, development and roll-out. Clients included 1800flowers.com, Plow & Hearth, Scholastic, DoubleClick, Atkins Nutritional, Adidas, Smart Money, AltaVista, and NYC 2012. <http://digitalpulp.com>

### PIXELBAIT

POINT PLEASANT, NJ

1998-PRESENT

### PRODUCT MANAGEMENT & DIGITAL MARKETING CONSULTANT

Founded this consortium of digital product innovators focused on creating consumer-centric (B2B/B2C) product solutions for start-ups to fortune 500 companies. Led design and development teams through all phases of product development including market and user research, strategy, design, development, testing, tracking and ongoing product releases. <http://pixelbait.com>

### GANNETT

ASBURY PARK, NJ

1997–1998

### DIRECTOR ONLINE DIGITAL NEWS & AD CLIENTS

Managed a team of digital designers, developers and content managers for New Jersey's second largest newspaper. Created new revenue streams through the development of online classified, ecommerce products and advertiser's mini-sites. <http://app.com>

### MONMOUTH REGIONAL HIGH

TINTON FALLS, NJ

1991–1997

### TECHNOLOGY COORDINATOR

Responsible for purchasing, implementing, and managing all technology related products and services. Developed and launched the first school Web site (1995) and trained staff on emerging technologies including Web, email and online educational resources.

### INDEPENDENT

ASBURY PARK, NJ

1991–1997

### VIDEO ENGINEER & PRODUCER

Technical engineer for major sports, entertainment, and professional organizations including NBA Entertainment, NBC Sports, HBO, MTV, and MLB. Producer and editor of short form corporate videos for various mid to large size companies such as J&J and at&t.

### SESAME WORKSHOP

NEW YORK CITY

### CHILD ACTOR, SESAME STREET

Original cast member and semi-regular (7 years) of the hit TV series Sesame Street.

## EDUCATION & ORGANIZATIONS

Fashion Institute of Technology  
Advertising & Marketing Communications, A.A.S

**General Assembly**  
Consultant 2014-Present  
Product management consultant for Enterprise Education team.

**The Product Group**  
Member 2014 - Present

**International Academy of Digital Arts & Sciences**  
Member/Associate Judge - Webby Awards 2007 - Present

**International Academy of the Visual Arts**  
Member/Judge - Davey Awards 2006 - Present

## AWARDS

Webby Award Winner 2005 & 2010  
Webby Award Honoree 2012 & 2013  
Communicator, W3 Gold, Davey Award Gold & Silver 2005 - 2012  
Telly Award Silver & Gold 2007 & 2009  
National Student Advertising Competition Finalist 1988

## CONTACT INFORMATION

Cell: 732-233-9044  
Email: [rob@rauffer.com](mailto:rob@rauffer.com)  
Web: <http://rauffer.com>  
Point Pleasant, NJ