

# HENRY ROBINSON

Mountain View, CA 94040 | me@henryrobinson.net | 650-336-5190 | linkedin.com/in/henryrobinson/

Product Management and Business Leader with a technical background and over 15 years of B2B and B2C SaaS product development and product management experience in Automotive, Mobile, VR/AR, Marketplaces and B2B/B2C SaaS including early work at eBay Motors and Ariba/SAP, backed by MBA from Dartmouth and MSME from Purdue. Appreciated for orchestrating new product builds, launches, and transformations, having taken products from concept to product-market fit, GTM strategy, and deployment. Excellence in navigating multi-stakeholder/cross-functional environments of internal teams, customers, vendors, and executives.

## PROFESSIONAL EXPERIENCE

**Independent Product Consulting for Startups** – Mountain View, CA Jan 2023 – Present

### *Fractional CPO*

Design and launch early-stage products, including building the infrastructure and processes necessary to sustain ongoing development and continuous growth.

“LEX MACHINA” an LLM Powered Patent Application and Legal Support Tool

- Conceptualized and created a technology that leverages OpenAI API to aggregate and evaluate existing patents against proposed ideas – reducing research time 50%.
- Developed LLM-based Legal Q&A Application for employees facing termination.
- Drafted roadmap to automate writing of patent applications without infringing on registered patents, earning ‘finalist’ rank in 2023 Norwest Ventures hackathon.

**SINGULARITY LABS VR/AR Training Solution** – Mountain View, CA Mar 2022 – Oct 2022

### *Head of Product*

- Developed first-gen product strategy and roadmap for a VR work simulation platform with connected EKG monitor, used to facilitate DEI discussions; acquired by Talespin in Oct 2022.
- Designed 1- to 2-hour virtual training programs cut into 15-minute segments and launched pilot programs for a hedge fund customer as well as a major furniture retailer.
- Constructed Agile development framework plus requirements gathering and discovery processes.

**SIMPLY INSURED \$40M InsureTech SaaS** – San Francisco, CA Apr 2021 – Dec 2021

### *Head of Product*

Head of Product SMB Health Insurance Marketplace. Responsible for hiring and mentoring Product Managers, implementing product discovery and analytics process and driving new business initiatives.

- Enhanced core B2B product by adding new health-plan comparison toolkits along with integration capabilities and deeper reporting – leading to 50% YoY revenue growth to \$40M.
- Designed and built new B2C product, including UI/UX design and backend workflows, delivering 27% of total company revenues in the first year with 25% growth in year 2.
- Launched remarketing campaign to convert lukewarm B2B leads into B2C customers, achieving a 2.5% conversion rate (with minimal effort) to new accounts estimated at ~\$500,000 LTV.
- Forged relationships and negotiated deals with Cigna, Aetna, Kaiser, Humana, as well as 8 smaller regional carriers to gain coverage in all 50 states.

**XTIME (acq. by Cox Enterprises)** – Redwood City, CA Aug 2014 – Apr 2021

### *Principal Product Manager*

Led product management and product development for B2B mobile app suite driving the In-Dealership Automotive Service Experience, scaling customer base from zero to 25% of total market share.

- Built, trained, and managed 2 Scrum teams of 18 resources, including product managers, engineers, QA analysts, and UI/UX designers responsible for features, functionality, and packaging.
- Turned around struggling product (*Xtime Engage*) after taking the reins for research, product development, and relaunch, growing customer base from 150 to 2,500.
- Orchestrated global rollout of innovative DTC payment tool, enabling consumers to approve and pay for vehicle repairs online for the first time.
- Merged acquired competitor’s product line with *Xtime Inspect*.
- Led COVID-19 response initiative to develop and rapidly deploy free product suite that proved crucial to keeping dealerships open while maintaining social distancing.

---

## PROFESSIONAL EXPERIENCE

---

**ARIBA** (acq. by SAP) – Sunnyvale, CA Sep 2010 – Aug 2014

*Senior Product Manager, Cloud Integration (Jul 2012 – Aug 2014)*

Promoted to head up product management for data and business-process integration of *Ariba Cloud Solutions* with leading ERP/CRM third-party software suites.

- Owned technology relationships with offshore vendors to facilitate integration middleware development, upgrades, and support.
- Launched *The Ariba Integration Connector* powered by Dell Boomi solution to reach and onboard nearly 1M sellers onto the Ariba Network.
- Developed and managed partnerships with Dell Boomi, Oracle, and Microsoft for outsourced development and professional services, supporting *Ariba Cloud Solutions*.

*Senior Product Manager, Ariba Discovery (Sep 2010 – Jun 2012)*

Served as the head of product for *Ariba Discovery*, an upstart B2B eCommerce Platform within this longtime leader in spend-management technology (ultimately acquired by SAP).

- Managed 1 product manager and ran Scrum teams in Sunnyvale and Bangalore.
- Worked directly with B2B customers, engineering teams, and marketing experts to develop industry leading feature sets in line with customer requirements.
- Designed a method for mining and aggregating data to create automated digital recommendations between buyers and sellers.
- Led successful launch of an industry-leading product impacting 1M small businesses.
- Successfully implemented pricing model to monetize a previously free service.

**EBAY Inc.** – San Jose, CA

Aug 2007 – Sep 2010

*Category Manager, Automotive*

Oversaw category strategy, product management, marketing, pricing promotions, and business development for *eBay Motors Auto Parts & Accessories*, generating \$240M GMV and \$24M incremental revenue for 3 years.

- Directed product launches and UX enhancements, including \$8M UX redesign, bolstered by sales analytics, site metrics, consumer outreach, and community input.
- Developed DIY installation community, launching eBay Motors content marketing, community management, and social media strategies.
- Improved website by defining feature sets and requirements for UI redesign and establishing eBay search engine requirements.
- Catalyzed growth in structured product search data by negotiating agreements with multiple product data aggregators.
- Patented a method to show eBay.com listings on international sites when currency rates are favorable. ([www.google.com/patents/US8429020B2](http://www.google.com/patents/US8429020B2))

---

## STRATEGIC ADVISING

---

SyncFab (Procurement SaaS for Aerospace Market) – Advisory Board 2019 – Present

Halsey Street Foundation (Edtech Nonprofit STEM Bridge Program) – Board of Directors 2013 – 2019

---

## EDUCATION

---

Dartmouth Tuck School of Business – Hanover, NH 2007  
*MBA: General Management*

Purdue University – West Lafayette, IN 2000  
*MS Mechanical Engineering: Simulation & Computer Graphics Software Development*  
*BS Mechanical Engineering* 1998