

Introduction

An Internationally Recognized Leader in Emerging Technologies, Business Strategy & Execution, Robert has over 25 years' experience in successfully delivering disruptive innovation, transformation & technology solutions for many of the world's leading brands; including 12 of the Fortune 50 and 9 of the Global 50.

He brings a highly diversified set of skills, experience and creative intellect to the table having held numerous leadership positions for his clients covering Start-Ups, Business Turnarounds, Product & Software Development Leadership along with developing & executing a variety of innovative Go-2-Market Strategies. This extends across several market verticals and is primarily focused on mechanisms to enhance revenue capture, brand impact, shareholder valuation & overall profit potential.

2,500++ Clients have realized significant Revenue Gains & OpX Reduction by adopting his solutions & practices; A partial list can be found [here](#).

Robert's Technology experience includes Leading Software Development for Softbank Corporation of Japan, Re-Engineering Digital Marketing & BI (Big-Data) for over 200 Global Brands while a Partner at Advertising Giant Ogilvy&Mather along with Developing the Market's first SaaS based CRM/SFA Solution while VP of Products at eAssist Global Solutions.

Recently, Robert has shifted focus in rescuing failing tech start-ups on behalf of the venture community. This includes technology development, go-2-market and overcoming inhibitors to the committed metrics and mission of the client's delivery model. This is both projects based as well as cradle-2-grave in structure and ultimately delivers much higher valuations and shareholder commitments.

In recognition, Robert has been tagged as the 'Genius-in-Residence' by CNBC, The Golf Channel, Golf Digest and many leading media organizations in recognition for his work with Product Development & Go-2-Market Innovation. Further, Robert can speak in person about his many technical product development initiatives while CEO & Managing Partner at OSP.

He is currently open to discussion re new client opportunities. This may take the form of BPR, BPO, Strategy Optimization or even Start-Up Product & Service Development. Comfortable engaging capitalized start-ups and established brands, he can be reached at rs@robertsamuels.com for discussion.

Skills & Experience Check List:

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| ✓ 25+ Years Executive P&L Responsibility | ✓ 15+ Years C-Level Experience |
| ✓ 25+ Years in Thought Leadership | ✓ 15+ Years in Leading Software Development |
| ✓ 25+ Years in Leading Strategy & Tactical Execution | ✓ 10+ Years Management in Large International Markets |
| ✓ 20+ Years in Building Diverse Global Teams | ✓ 10+ Years in Leading Hands-On Project Management |
| ✓ 20+ Years Developing Custom BI, CRM & SFA Solutions | ✓ 5+ Years Leading Global Business Development |
| ✓ 20+ Years in Tech Product Design & Development | ✓ 3+ Years in M&A Which Includes 3 Successful Exits |
| ✓ 15+ Years in Leading BPO / BPR Turn-Around Initiatives | ✓ 2+ Years in Leading IoT Smart Devices Technology |
| ✓ 15+ Years in Tech / Startup Leadership | ✓ 2+ Years in Leading Social Media Platform Development |



Please See Detailed Bio Attached...

One Source Partners, LLC.

Co-Founder & Managing Partner (CEO) 2005 – Present

Tampa, FL; Dallas, TX; Montréal, PQ; San Jose, CR

OSP is an International Professional Services firm leading Start-Ups & Established Brands in executing their respective missions, delivery models & shareholder commitments. In the simplest of terms, OSP rescues failing start-ups and ignites broken companies to drive them over the finish line and on to significantly greater realized profits & valuations. Functionally, this is focused on Tech/BPO/BPR & Go-2-Market.

- OSP's services model has often led to Robert taking an embedded leadership position on the client's management team. As a result, he has functioned as CEO, CIO & CTO for many clients during the engagement process to ensure optimal tactical & strategic delivery results. Collectively, his solutions and designed processes have delivered over \$25 Billion in revenue for his clients.
- Robert has served as the CEO of Jack Nicklaus Perfect Golf, Global CRM Director for SITA, CTO of 3AM Innovations, Genius in Residence for OnCore Golf, CIO/CTO for BetUS, Director General for Capazoo Corporation, CTO for Perfect Parallel and BPO/Re-Engineering Lead for MyBookie.com and the list goes on...

eAssist Global Solutions, Inc.

Co-Founder & Vice President, International Business 2001 - 2005

Co-Founder & Vice President, Products (Vision & Creation) 1998 - 2001

Global Domain Expert, SITA Worldwide

San Diego, CA; Palo Alto, CA; Toronto, ON; London, UK; Singapore; Hong Kong

Voted Southern California Start-Up of the Year, eAssist was a global leader in Customer Relationship Management (CRM/SFA/BI) Software & Professional Services Solutions Provider that grew from Robert's concept to more than 2,500 clients worldwide.

- As VP of Products, Robert created the vision, design and development of eAssist's product offering turning the concept into reality and a position of market capture dominance via acquiring many of the leading brands du jour and displacing legacy market leaders such as Siebel Systems.
- As VP of International Business, Robert led Global Business Development via European, Asian & Latin American VAR & Vertical Partnerships. In three short years, he extended eAssist's reach with over 500 sales agents across 220 countries including **SITA** which represents the global air-transport industry.
- Along with the Executive Team, Robert raised over \$80MM in Venture Capital including Intel and AT&T. As a portfolio top performer, eAssist delivered on a planned exit strategy via acquisition. Today, elements of this IP went on to become Moxie Software & Salesforce.com.

Professional

Global CRM Domain Expert
SITA, Société Internationale
de Télécommunications
Aéronautiques

Raised over \$115MM in
Angel, VC & Institutional
Investment

Gubernatorial Appointment
& Policy Advisor; Internet &
New Media: New York State

Economic Development Advisor,
Empire State Development
New York State

Creator & Co-Founder
infoTech WNY; Western
NY's leading Technical
Trade Association

Strategic Adviser in
Residence z80 Labs
Technology Incubator

Startup of the Year: SDIC
San Diego Internet Council

Chairman's Award
infoTech Niagara (WNY)

Keynote Speaker, SITA
APAC Airline Conference
Chiang Mai, Thailand

Keynote Speaker, Eye for
Travel Transport Conference
Las Vegas, NV USA

Co-Founder, Master Positioning
Insiders, 5K++ Member Online
Marketing Strategy Forum

Universities

Partner, State University
of New York at Buffalo,
Center for Computational
Sciences

Partner, State University
of New York at Buffalo,
School of Business

BA, Business Management
BS, Computational Sciences
University of Kentucky

Post Graduate Studies
Marketing & Finance,
State University of NY

OgilvyOne (Ogilvy&Mather)**Partner & General Manager** 1996 - 1998**Lead Data Architect** 1996**Data-Consult Business Division**

London, UK; NYC; Hong Kong

Advertising Giant, Ogilvy&Mather (O&M) is the strongest, most experienced 1:2:1 marketing network in the world, with 117 offices in 56 countries. With \$3 Billion in revenue, O&M Worldwide is the global leader in Customer Relationship Management & Interactive Marketing.

- Leading O&M's Big-Data & Technology Team, Robert launched the 'Connections' Business offering; an aggregate of Professional Services, Managed CRM/SFA Solutions & Optimized Process Automation for personalized campaign management, data-driven analysis & decision support. Clients included IBM, Intel, American Express, Ford, DuPont, KLM, BT, Jaguar, etc...
- Promoted to General Manager six months after joining O&M. This was a result of his innovative vision and creation of best practices in business intelligence, data management, mass-personalization & mechanisms for enhanced qualitative extrapolation.

Softbank Corporation (SSG) ソフトバンク 株式会社**Director, Centre for Project Management** 1994 - 1996**Advanced Technology Division**

Tokyo, Japan; Watford, UK; Amherst, NY

Softbank is the world leader in the outsource distribution of software products, peripherals, publications & online transaction processing. The Centre for Project Management serves the common solution needs for its family of companies.

- Robert was responsible for leading SSG's development and deployment of new technologies, methods and standards while effectively managing a high volume of mission-critical software applications & platform initiatives simultaneously. This involved the collaboration and project management of over 200 engineering resources globally.
- His legacy is best demonstrated in the definition, development & delivery of Softbank's Contact Centre Engine & eCommerce Platforms supporting over 6,000 Agents for branded clients such as Microsoft, Apple, and IBM. Notably, this included delivering Microsoft & Apple's very first eCommerce websites.

Technical CertificationsLockheed Martin Advanced
Concept Center, London, UKHewlett Packard / Fusion
Object Space, Dallas, TX

Object Share, Raleigh, NC

Don Cavanaugh, Methodologist
London, UKEngineering the Enterprise
The OMG Industry Council,
Toronto, CanadaNative Minds AI Technology
San Francisco, CARational Corporation,
West Conshohocken, PAQuality Assurance
Knowledge Systems
Corporation, Cary, NC**Project Management
Root Disciplines:**Iterative Incremental
DevelopmentSCRUM – Agile Framework
/ Time BoxingRAD- Rapid Applications
DevelopmentRPD - Rapid Prototypical
Development

Critical Path Methodology

PERT- Program Evaluation
and Review Techniques

- Author: Prof. Sandra Lytle, PHD; NYU