

Introduction

An Internationally Recognized Leader in Emerging Technologies, Business Strategy & Execution, Robert has over 20 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 Go-2-Market Strategies. This extends across several market verticals and is primarily focused on mechanisms to enhance revenue capture, brand impact and overall profit potential.

2,500++ Clients have Realized Significant Revenue Gains & OpX Reduction by Adopting His Solutions & Practices.

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 for eAssist Global Solutions.

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

Currently, given the recent shifts in the American Economy, Robert is witnessing significant growth within the Venture Capital & Private Equity Communities toward Tech Startup Investments. Therefore, he has shifted OSP's focus to Partner with these Investors to Rescue their 'at-risk' and failing investments. He has brought together a brilliant executive team of domain experts to serve the startup's needs at any point within their lifecycle; from tech to go-2-market, and onward. He can be reached at rs@robertsamuels.com for discussion.

Skills & Experience Check List:

- | | |
|--|---|
| ✓ 20+ Years Executive P&L Responsibility | ✓ 15+ Years C-Level Experience |
| ✓ 20+ Years in Thought Leadership | ✓ 15+ Years in Leading Software Development |
| ✓ 20+ Years in Leading Strategy & Tactical Execution | ✓ 10+ Years Management in Large International Markets |
| ✓ 15+ Years in Building Diverse Global Teams | ✓ 10+ Years in Leading Hands-On Project Management |
| ✓ 15+ Years Developing Custom BI, CRM & SFA Solutions | ✓ 5+ Years Leading Global Business Development |
| ✓ 15+ 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.

Chief Executive Officer (CEO) 2005 – Present

[Tampa | NYC | LA | Charleston | Washington | London | Montreal | Costa Rica]

As an Internationally Recognized Leader in Emerging Technologies, Business Strategy and Execution: OSP's disruptive & innovative solutions have delivered over \$25 Billion in Revenue for our clients & partners. Collectively, OSP's proprietary business process and best practices have been adopted by over 2,500 brands globally. This includes global brands, mid-caps & startups alike as well as 9 of the Fortune 50 & 12 of the Global 50.

- In the very simplest of terms, OSP ignites startups and fixes broken companies to drive them over the finish line and on to significantly greater realized profits. Functionally, this is focused on Technology Development, BPO, BPR, and Disruptive 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, and GM 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, CIO for BetUS, Director General for Capazoo Corporation, CTO for Perfect Parallel & BPO Lead for MyBookie.com among many many others...

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 | Palo Alto | Toronto | London | Singapore | Hong Kong]

Voted Southern California Startup of the Year, eAssist was a global leader in Customer Relationship Management (CRM/SFA/BI) Software & Professional Services Solutions Provider which 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 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 & Institutional Investment including Intel & AT&T. As a portfolio top performer, eAssist delivered on a planned exit strategy via acquisition. Today, elements of this IP have become Moxie Software & Salesforce.com.

Professional

Global CRM Domain Expert
SITA, Société Internationale
de Télécommunications
Aéronautiques

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

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 WNY

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

Economic Development Advisor,
Empire State Development
New York State

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, Center for
Computational Sciences

Partner, State University
of New York, School of
Business

BA, Business Management
BS, Quantitative Sciences
University of Kentucky

Post Graduate Studies
Marketing & Finance,
State University of NY

Robert N. Samuels

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Tampa, Florida

Ogilvy&Mather Advertising

Partner & General Manager 1996 - 1998

Lead Data Architect 1996

Data-Consult Business Division

[NYC | London | 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 over \$3 Billion in revenue, O&M Worldwide is the global leader in Customer Relationship Management & Interactive Marketing.

- Leading O&M's Big-Data Science & Technology Team, Robert launched the 'Connections' Business offering; an aggregate of Professional Services, Managed CRM/SFA/BI 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 | Watford | Buffalo | Global]

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 Certifications

Lockheed Martin Advanced
Concept Center, London, UK

Hewlett Packard / Fusion
Object Space, Dallas, TX

Object Share, Raleigh, NC

Don Cavanaugh, Methodologist
London, UK

Engineering the Enterprise
The OMG Industry Council,
Toronto, Canada

Native Minds AI Technology
San Francisco, CA

Rational Corporation,
West Conshohocken, PA

Quality Assurance
Knowledge Systems
Corporation, Cary, NC

Project Management Root Disciplines:

Iterative Incremental
Development

SCRUM – Agile Framework
/ Time Boxing

RAD- Rapid Applications
Development

RPD - Rapid Prototypical
Development

Critical Path Methodology

PERT- Program Evaluation
and Review Techniques

Other Certifications

MENSA Member
1981 - Present

Author: Prof. Sandra Lytle, PHD; NYU