

JOHN R. ROBINSON

RANGE OF EXPERIENCE

John helps C-suite leaders at Fortune 500 companies rethink their operations, from strategy through execution. He has advised clients across sectors spanning real estate, banking, lending, payments, wealth management, private equity, insurance, technology, automotive, and hospitality organizations. His areas of focus include driving transformational change, helping clients understand and solve complex problems, navigating a dynamic landscape of emerging technologies and their potential impacts on operations, and achieving and sustaining positive outcomes.

John also currently serves as an Adjunct Professor of Management and Organization at the USC Marshall School of Business, where he teaches strategic management.

PROFESSIONAL AND BUSINESS HISTORY

- USC Marshall School of Business: Adjunct Professor, 2023 to Present
- PricewaterhouseCoopers: Senior Manager – Consulting, 2012 to Present
- Bank of America: Operations Consultant, 2010 to 2012
- The Rubicon Project: Account Manager, 2009 to 2010
- Radius Financial, Inc.: Operations Manager, 2008 to 2008
- J.D. Power and Associates: Research Specialist, 2004 to 2008

EDUCATION

- M.B.A., Entrepreneurship – University of Southern California, Marshall School of Business
- B.A., History – University of California, Santa Barbara

PROFESSIONAL AND BUSINESS EXPERIENCE

1. Teaching Experience

- USC Marshall School of Business – I select, present, and discuss relevant case studies, research and thought leadership to better prepare undergraduate business students to identify the information, analyses, skills, and business judgment managers must use as they craft strategies to maximize long-term profits in the face of uncertainty and competition.

2. PwC Consulting Experience

- I help financial services clients design and execute end-to-end transformations across their front, middle and back offices. My range of leadership covers mergers & acquisitions, technology implementations, future state operating models, process reengineering, change and talent management, program management, and risk / regulatory compliance.
- Real estate and asset / wealth management experiences include:
 - Future state / target operating model transformations:
 - Investor reporting and data optimization enhancements for a global technology-focused investment firm
 - Global communications strategy and program governance for a global financial services and bank holding company
 - Lease remeasurement and data validation for a global asset management company post-acquisition
 - Real estate investor reporting transformation for a multinational investment bank and financial services company
 - Customer experience target operating model for a national real estate logistics company
 - IT target operating model for a medical facilities REIT pre-merger

- Annual fund administration fee benchmarking for a global commercial real estate services and investment firm
 - Finance process and technology assessment for a private equity company
 - Lease admin target operating model for a national consumer lending company
 - Real estate target operating model for a multinational technology corporation
 - Target operating model for a national private real estate development company
 - Real estate target operating model for a global food and facilities services provider
- System implementations:
 - Vendor selection for a national alternative asset management company
 - Finance system implementation for a national waste disposal company
 - Lease accounting system implementation for a global commercial real estate services / investment firm
 - Lease accounting system implementation for a multinational software corporation
- Emerging technology:
 - AI enablement and go-to-market strategy for a global professional services firm specializing in real estate and investment management
 - Digital upskilling talent management for a global professional services firm
 - Joint business relationship with a venture capital firm focused on emerging real estate technology (PropTech)
 - Finance RPAs (automations) for a multinational alternative investment management company
- Tax operations:
 - Transformation of tax operations for a multinational conglomerate holding company
 - Transformation of tax operations for a global commercial real estate services / investment firm
- Banking experiences include:
 - Future state / target operating model transformations:
 - Consumer branding strategy for a national holding company (insurance and investments)
 - Digital and customer experience transformation for a global professional services firm
 - Document engine migration for consumer lending division at a regional bank
 - Training implementation strategy for consumer lending division for a regional bank
 - Merger & acquisition / integration
 - Global treasury management migration for a national bank holding company post-merger
 - Integration of domestic risk operations and data governance for a global financial group pre- and post-merger
 - System implementations:
 - PMO and wires platform enhancements for a leading global fintech company and its banking clients
 - Loan origination system implementation and regulatory compliance readiness for a regional bank
 - Risk & compliance
 - Resolution plan development and capabilities assessment for a regional financial services company
 - Operational risks and controls transformation for a financial services company
 - Business and technical documentation of deposits system for a regional bank
 - Sales practices current state assessment and regulatory response for a regional bank
 - Independent foreclosure review and regulatory response for a multinational bank

3. *Financial Services Experience (outside of PwC)*

- Bank of America – Consulted and collaborated with bank leadership to develop and implement new foreclosure and bankruptcy procedures for one of the world’s largest financial institutions.
 - Co-created a methodology with the leadership team to successfully appeal fees assessed by government sponsored entities (GSEs), resulting in savings of \$40M+.
 - Delivered operational recommendations to streamline foreclosure review, which led to a reduction in aged inventory from legacy assets and increased efficiency and accuracy in processing claims.
 - Led initiative to enhance delivery of foreclosure data to a leading GSE, resulting in a 6% increase in accuracy.
- Radius Financial – Led cross-functional teams in on-boarding 500+ clients during early stage of a payments start-up focused on merchant services.

- Achieved 100% of budget goals while ensuring proper execution of strategies.
- Improved product fulfillment database to simplify project workflow, track resources and achieve targets set by executive team.

4. *Additional Experience (outside of PwC)*

- The Rubicon Project – Managed portfolio of 50+ client publishers and ad networks for an early-stage advertising technology start-up.
 - Partnered with several departments to create and launch a new ad optimization platform for mobile phones.
 - Directed ad campaign management and optimization efforts for premium web publishers such as the Wall Street Journal, Gannett, and others.
 - Collaborated with ad network partners to ensure quality end-user experiences and website brand protection.
- J.D. Power and Associates – Designed and managed 30+ online market research studies for a leading global marketing information firm.
 - Led cross-division efforts to redesign a proprietary customer satisfaction program, which resulted in a \$5MM client contract renewal.
 - Directed offshore programming efforts in India and Bulgaria on 20+ client studies.

PROFESSIONAL AND BUSINESS AFFILIATIONS

- Member – USC Marshall MBA Alumni Mentor
- Member – USC Marshall Career Advantage Program Mentor
- Member – USC Marshall Lloyd Greif Center for Entrepreneurial Studies Alumni
- Member – University of California Regents and Chancellor’s Scholars Society