

Rob Schoeben

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Summary

Innovative leader with three decades of executive experience driving product strategy and marketing excellence in Silicon Valley and beyond. My career spans pivotal roles at industry giants like Apple and Microsoft, as well as transformative work with cutting-edge startups and social ventures. Whether scaling a business, launching groundbreaking products, or mentoring the next generation of entrepreneurs, I bring a unique blend of strategic vision and hands-on execution. My passion lies in bridging the gap between innovative ideas and market success, always with an eye toward creating impact.

Experience

The Distillery | Principle / Strategic Advisor / Consultant **2012 – Present**

- Provide strategic counsel and coaching to startup founders and social entrepreneurs
- Challenge founders to develop winning product and business strategies
- Help craft compelling stories to attract investment, partners, employees and share
- Engaged by startups as a board member, strategic advisor or mentor

University of Southern California | Adjunct Professor / EIR **2016 – 2022**

- Revamped USC's Viterbi Startup Garage incubator/accelerator, provided startups with guidance as Executive in Residence
- Served as adjunct instructor the NSF I-Corps program
- Designed and led eight-week intensive workshop as a follow-on for promising NSF I-Corps teams
- Taught experiential "Fundamentals of Entrepreneurship" at Marshall School of Business for nine semesters

Carbon | Chief Strategy Officer & Chief Marketing Officer **2014 – 2015**

- Led Carbon's high-profile emergence from stealth mode at TED 2015
- Guided development of initial commercial product
- Developed innovative subscription-based business model
- Helped secure a \$1B valuation through successful Series B & C fundraising
- Scaled the company from 12 to 100 employees

CASSY | Co-Founder & Board President **2009 – 2015**

- Co-founded a transformative, on campus mental health agency
- Built operational infrastructure to support growth to over 70 schools
- Led fundraising and grant writing efforts to expand services to underserved districts

Apple, Inc. | VP, Worldwide Product Marketing**2003 – 2009**

- Directed worldwide product marketing for Apple's applications division
- Oversaw 500%+ revenue growth over six year period
- Collaborated directly with Steve Jobs on product development, marketing strategy and high visibility launch events
- Grew Internet subscription service 10X, laying groundwork for future cloud services

Microsoft | General Manager, TV Services**1999 – 2003**

- Responsible for driving Microsoft's rapidly evolving TV services strategy and products
- Rebranded WebTV as MSNTV and launched UltimateTV, a satellite DVR product line
- Managed redeployment of resources after exiting the consumer set-top-box business

Microsoft | Director of Marketing, Windows Platform**1995 – 1999**

- Managed a \$50M annual marketing budget
- Led 50 person advertising, direct marketing, packaging, events, and web site development team
- Navigated the transition to Windows NT as the future of the Windows brand
- Helped establish Microsoft in the enterprise via BackOffice server product line

Ogilvy & Mather | Senior Partner, WW Group Account Director**1989 – 1995**

- Built and led one of four account teams during first 18 months of the historic Ogilvy/IBM partnership
- Managed a \$100M+ worldwide advertising relationship with IBM's software division •
- Developed direct marketing client base including Microsoft, Intel, HP, Tandem and Alias
- Directly oversaw all aspects of the Microsoft account

RTMS | General Manager / Co-Founder**1986 – 1989**

- Developed data warehouse solution to unlock marketing value in store credit card files
- Co-founded RTMS to provide database marketing services to department stores
- RTMS was profitable and ultimately acquired by Fidelity Information Systems in 1999

Education

Duke University | Bachelor of Science, Computer Science**1984 - 1988**

Specialties

Product-Market Fit | Business Model Development | Storytelling & The Pitch | Branding & Marketing Strategy | Go-To-Market Strategy | Team Development