

ROB STRULOWITZ

5519 Huckleberry Lane • North Vancouver, British Columbia, Canada V7R 4N9 • 604.992.1686 • strulowitz@gmail.com
LinkedIn: www.linkedin.com/in/robstrulowitz

SENIOR PRODUCT EXECUTIVE / E-LEARNING & COMPLIANCE

B2B product innovator and change management specialist. Deep executive level management experience with private equity owned portfolio companies in driving aggressive growth and scalability.

Innovative growth specialist who has consistently led the Training product divisions of compelling SaaS based products in maximizing revenue and profitability. Global e-Learning industry leader who has collaborated with top private equity firms (The Riverside Company and Vista Equity Partners) in successful acquisitions, integrations and exits.

Strengths include:

- Private Equity & Venture Capital partnership
- Mergers, Acquisitions & Integrations
- Organizational Turnarounds/Change Management
- Product Management
- e-Learning Content Development
- Product Marketing
- Offshoring
- Learning Technology Development
- Business Intelligence
- Global Resource & Production Management
- Budget Management & Expense Reduction
- Complex Operational Management

Product experience includes e-Learning, instructional design, Learning Management Systems, content authoring applications, new media, animation and video production for SaaS learning content subscription products and services.

PROFESSIONAL HISTORY

NAVEX GLOBAL – PORTLAND, OR

2011-2016

Vice President, Product

Led Compliance Training division for global leader in GRC Compliance products and services

Responsible for leading Navex Global's overall product strategy, management and content / software development of its innovative compliance training solutions designed to raise awareness in employees on ethical issues in the workplace.

- **Drove due diligence and integration efforts with The Riverside Company in a four company merger** (from 2011 through **private equity acquisition by Vista Equity Partners** in late 2014) while implementing new operational processes/resources **to lower costs, create synergies and increase product throughput.**
- Refocused Training division for NAVEX Global to offshore content development of its compliance training offering, **increasing resource capacity by 600%.**
- Led content and software development teams to reimagine content offering and uplevel **NAVEX Global's Training product, increasing product revenue by 2x.**
- Managed content product operations and drove integration to increase productivity, stabilize product management content and technical issues, **decreasing development costs by 32%.**
- Led cross functional and vendor change management initiative to **significantly upgrade NAVEX Global's Learning Management System, providing a richer feature set for Training clients.**

WORLDVIEW LEARNING – LOS ANGELES, CA

2009-2011

Consultant/ Project Director

Built successful consultancy as a senior management consultant with a focus on producing knowledge products. Specialized in designing, developing, and producing high quality interactive learning content and media designed to produce meaningful behavior change within organizations and learning communities. Built global virtual project teams to execute and deliver impactful content below budget by leveraging offshore contacts and resources.

- **Served as a Management Consultant for Conscientious Innovation (Ci)**, a market research consultancy specializing in sustainability and corporate social responsibility, in the creation of knowledge products for its key product offering 'The SHIFT Report'. Helped to restructure business model and operations while driving down development expenses and increasing sales pipeline / topline revenue.

LRN – LOS ANGELES, CA

2005 – 2009

Director of Global Content Development (2005 – 2009)

Led Training division for global Ethics & Compliance Training provider

Led development and delivery of both offline and online educational content. Controlled \$4M annual budget and lead international creative team of 120. Developed long and short-term strategy to support business growth by producing engaging content that fulfilled the company's mission to 'inspire principled performance.'

- Turned around under-performing creative department whose failure to release a key product had resulted in a lack of trust within the company. **Boosted overall production 60%** and exceeded all targets.
- Increased production of "off-the-shelf" or "library" programs by 663%, delivering 61 new courses (target was 40) and delivered Custom content target, **adding \$5 million in revenues**.
- **Spearheaded modernization of content offerings** - created LRN Media to produce new media content (including audio and video) that was used to expand LRN's global Thought Leadership and productize/monetize the company's vast intellectual capital.
- **Led due diligence and integration of Fuel** (e-Learning boutique firm based in London and Mumbai acquired in 2008). Traveled frequently to India and built positive, high-energy culture that has become a strength and model for the organization.

KIVA CONSULTING – TAMPA, FL / LOS ANGELES, CA

2001 - 2005

Creative Consultant/ Project Director

Built successful consulting practice specializing in creative development and project leadership. Identified business opportunities regarding production of new media content including film, television, and 2D/3D animation. Supervised production of 2D and 3D animation prototypes for museum exhibits and interactive kiosks.

- Creative consultant selected to lead virtual team of experts located in 6 states to produce concepts for multimedia exhibits at the privately funded Mythica – a Museum of World Mythology.

CHILDU.COM/ COMPASS LEARNING – FT. LAUDERDALE, FL

1999 – 2001

Vice President, Content Development

Established and built product development function for **venture capital backed interactive online education company** aimed at Grades K-12. Managed animation projects and built cohesive team of 25 animators, educators and programmers.

- Executed a change in direction after market research proved that the company's original product idea would not succeed; **drove the creation of innovative, animated e-learning products** in collaboration with educational experts.
- Initiated and played key role in design of a **\$2M Internet assessment application**, which allowed children to test their knowledge and receive individualize learning.
- Produced 300 animated learning activities, meeting all deadlines, budgets and product standards. Quality of work produced was a **key factor in eventual multi-million dollar acquisition by WRC Media**.
- Honored with '**Best of the Web**' award in **Forbes Magazine** in 2000.

EDUCATION & CREDENTIALS

BACHELOR OF ARTS IN ACCOUNTING, University of South Florida, Tampa, FL (1992)

Technical Proficiencies:

Salesforce CRM • Tableau • Business Intelligence and Analytics

United States citizen and permanent resident of Canada