

## Curriculum Vitae

### Jeremy Amshu Roberts, MBA

Marketing Consultant/Adjunct Professor of Marketing/D.B.A Candidate

#### CONTACT INFORMATION

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1515 Spanish Oaks

San Antonio, TX 78213

Phone: (210) 325-5975

Email: [jeremyaroberts@mac.com](mailto:jeremyaroberts@mac.com)

LinkedIn: <https://www.linkedin.com/in/jeremyaroberts/>

#### EDUCATION

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D.B.A. (Candidate) Summer 2022  
University of the Incarnate Word, San Antonio, TX  
Dissertation: *6 Pillars of Long-Term Digital Transformation*

M.B.A. December 2006  
Tulane University, New Orleans, LA  
Concentration: Marketing and Management

B.B.A. December 2001  
St. Mary's University, San Antonio, TX  
Major: Marketing and Management

#### PROFESSIONAL EXPERIENCE

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**Adobe** 2018 - Present  
*Strategic Value Advisor*

I work with customer executives to support conversations around thought leadership, strategic solution advice, and expert consultation on value management to support customer co-innovation, digital transformation, and business process performance improvement. I deliver strategic recommendations and roadmaps that align to and drive the customer's business objectives while guiding them through the transformation of their marketing and their organization based on Adobe best practices.

*Solutions Consultant – Strategic Accounts (Healthcare & Life Sciences)*

I provide strategic technical support for the Healthcare team working with Adobe's Top 40 accounts. I help our customers explore the path to digital transformation and how Adobe's products, solutions, and platforms can benefit their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. I lead technical sales cycles from discovery to commitment and into value realization. Throughout this cycle, I lead strategic solution conversations, technical demonstrations using tailored use cases, and show how the Adobe Experience Cloud can solve a breadth of business challenges and ultimately bring value to my customers.

*Solutions Consultant – Corporate*

I help Fortune 500 and Fortune 100 companies explore the path to digital transformation. I help them understand how Adobe's products, solutions, and platforms can benefit their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. Through strategic mapping, consulting and education, I provide technical support, strategy, and expertise on the entirety of the Adobe Experience Cloud.

**Left Brain + Right Brain**

2017 - Present

*CEO & Principal Consultant*

Our mission is to empower individuals and businesses by teaching and advocating the value and practice of Left Brain + Right Brain. We follow the principles of analytical and creative marketing and develop custom marketing solutions that drive data driven personalized marketing + customer experience. We believe in integrating science with art, numbers with facts, and quantitative with qualitative to drive results based on realistic and proven goals.

**#AnalyticsTODAY Podcast**

2015 - Present

*Podcast Co-Host*

Co-hosted by Jeremy Roberts and Sameer Khan, #AnalyticsToday is a podcast focused on Big Data and Analytics and the latest trends in the digital world. This podcast has produced more than 50 episodes and has been downloaded more than 30,000 times worldwide. View my digital marketing & analytics podcast at <http://www.analyticstodaypodcast.com>.

**Acxiom**

2016 – 2017

*Director, Partnership Marketing*

Built out and led marketing for the partner sales division (40% of company revenue) where my team was responsible for building strategic relationships with key partners and driving growth in revenue for Acxiom's Tier 1 clients and partners in Americas, EMEA, and APAC.

Collaborated with the partner's marketing leadership to develop a phased joint GTM plan to drive campaign awareness, sales leads, pipeline growth and bottom-line revenue.

**IBM**

2015 – 2016

*Worldwide Lead, Product Marketing, Customer Analytics*

Responsible for the end to end go-to-market marketing strategy and execution of IBM's Customer Analytics portfolio (Tealeaf, UBX, Watson Customer Experience Analytics).

Developed the division's Thought Leadership Initiative to further develop and promote client outreach, product education, customer engagement and evangelism.

Led the IBM Competitive War Room for Marketing Analytics.

**Harland Clarke**

2013 – 2015

*Senior Manager, Digital Marketing and Media*

Built and managed demand gen engines and managed ecommerce for as many as 13 different B2C brands simultaneously with a collective annual revenue of \$54M. Brands include Walmart, Sam's Club, Costco, Office Depot, Mary Kay, Intuit, and Rodan & Fields.

Exceeded expectations by growing online revenue (in a YoY declining industry) by 20% while maintaining a profitable ROI with a 10% decrease in annual budget. Successfully pulled brands out of the red for the first time in 5 years.

## **Rackspace**

2008 – 2013

### *Marketing Programs Manager*

Managed a \$15M annual budget through experience building marketing programs using CRM, web analytics, and marketing automation platforms to drive customer engagement, conversion, and lifetime value. This resulted in an overall CPL reduction by 30% giving way to an increased program growth of 27% YoY. Areas include: North America, LATAM, APAC, EMEA.

Grew SharePoint from a \$0 product to a \$20M product in 3 years. Drove revenue through farming existing accounts, lead generation, as well as through partner value add sales.

Built social media marketing from the ground up (i.e. Facebook, Twitter, LinkedIn, Google+, YouTube). Focused on driving revenue from social media. Developed and led Social Media 101 training for all 5,000 employees as well as Social Selling training for all sales teams worldwide.

## **Ninja Marketing Consultants**

2011 – 2015

### *Head of Operations & Principal Consultant*

Ninja Marketing Consultants LLC is a Texas based digital marketing company that specializes in creating strategic online marketing programs for businesses working locally in their market and across borders. We have 2 primary offices in San Antonio, TX and Jeddah, Saudi Arabia. We focus on the digital marketing mix strategy to differentiate ourselves and our proprietary campaign attribution system provides maximum returns on online marketing investments.

## **Cavalcade Productions**

2000 – 2004

### *Director of Marketing*

Regional producer of music-themed special events and Latin, Rock, and Pop concerts. Managed operations and project life cycle for events including contract negotiations, logistics, staffing and marketing. Maintained relationships with talent agencies and sponsors. Supervised up to 50 people per event, mostly temporary help.

## **Mundofut**

1997 – 2000

### *Office Manager*

Independent wholesaler of athletic apparel and accessories primarily from Mexico, to more than 500 retail stores in the United States with annual sales of \$4 million. Managed existing customers and created new accounts. Supervised 4 sales managers, setting sales goals and training to achieve targets. Maintained accounts receivable/payable for 500 stores and coordinated daily incoming/outgoing international shipments.

## **TEACHING EXPERIENCE**

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### **Texas A&M University San Antonio**

Multi-Year

#### *Adjunct Professor of Marketing*

Spring 2021 – Present

MKTG 5369-800: Digital Marketing

#### *Graduate Course*

In this graduate level course, MBA students will learn digital marketing as part of digital transformation. It will provide a framework for developing marketing strategies in digital environments and an understanding of where marketing acts as the driving force of the

business. It will discover the intersection of tactical and strategic digital marketing and how to navigate the digital marketing world so that students are ready to take on any challenge.

**MKTG 3311-602/603: Principles of Marketing**

Fall 2020

*Undergraduate Course*

Students will learn about the fundamentals of marketing, modern marketing concepts, components of a strategic marketing plan, basics of marketing channels, and the ethical use and responsibility of using social media. Students will gain a greater understanding of a career in marketing.

**MKTG 3343-900: Digital Marketing**

Fall 2016 – Fall 2017

*Undergraduate Course*

In this undergraduate core course, students will learn the fundamentals of digital with a focus on comprehension, analysis, and a holistic understanding of digital marketing strategy instead of memorization. It's all about changing the way students think and the way they approach digital marketing. The goal is to get students ready to contribute on the first day of a marketing job.

**New Apprenticeship (Digital Creative Institute)**

2015 – Present

*Instructor/Mentor/Advisor*

Since New Apprenticeship was founded in 2015, I have worked with the executive team to help develop and build courses for each of the incoming marketing apprentice cohorts. I currently teach 3 courses at DCI: Bootcamp Presentation Pitch, Content Marketing & Lead Generation, and Digital Strategy.

**Launch San Antonio**

2018 – Present

*Marketing Instructor/Mentor*

I am a mentor to startups, small business owners, and budding entrepreneurs on marketing strategies and marketing tactics. I teach a free marketing roundtable series and help people with their marketing and business needs.

**Sanford-Brown College San Antonio**

Spring 2013 – Spring 2014

*Adjunct Professor of Marketing & Advertising*

Recruited by Sanford-Brown College as an adjunct professor to teach marketing, branding, and advertising courses at the San Antonio campus. This great opportunity allows me to take my passions beyond the workplace and into the classroom. Every week, I get the opportunity to share my experiences with energetic and eager-to-learn students who want to learn real-world marketing and practices so that they can be ready for the workplace on day 1. My classes included: Consumer Behavior, Social Media Marketing, Mobile Advertising, Business Marketing, Search Engine Marketing, and Search Engine Optimization.

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**RESEARCH/SCHOLARLY ACTIVITIES**

Ford, W., Lewis, A. C., Hurley, T., Fekrazad, A., **Roberts, J.**, Kahn, S., & Hurley, C. (2018). When to invite customers in your shoes: Empathy and motivation to review. Southwest Psychology Association Annual Conference, Houston, Texas.

Lewis, A. C., Ford, W., Hurley, T., Fekrazad, A., Roberts, J., Kahn, S., & Hurley, C.  
(2018). Which lens to put on? Consumers' empathy response to online  
reviews. Southwest Psychology Association Annual Conference, Houston, Texas.

## **BOARD SERVICE/ADVISORY EXPERIENCE**

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**American Red Cross – South and Central Texas Area** August 2018 – Present  
*Board of Directors/Mission Committee Chair*

I am an active Board Member of the South and Central Texas Area chapter of the American Red Cross serving all counties from Laredo, TX up through New Braunfels, TX.

**San Antonio Hispanic Chamber of Commerce** 2020 – Present  
*Board of Directors, Marketing, Membership, & Education Committees*

I am an active member of the Board of Directors of the San Antonio Hispanic Chamber of Commerce.

*Leadership San Antonio*

Member of Class 37 2012

Steering Committee Member, Class 42 2017

**VIA Transit Community Council (VIA Metropolitan Transit)** 2021 – Present  
*Council Member*

I am a council member of VTCC, established by the VIA Board, and will serve as a transit ambassador and liaison to provide community feedback on a variety of topics, including planning, potential growth, and community outreach. VTCC members represent frequent riders, civic organizations, the business community, neighborhoods and suburban cities, armed forces, centers in education, and the hospitality and tourism industry.

**St. Anthony Catholic School** 2018 – Present  
*Board of Directors*

I am an active Managing Board Member of the St. Anthony Catholic School serving and support the marketing and development committee on all matters concerning fundraising, development, and overall school branding and marketing efforts.

**Northeast Lakeview College** 2019 – 2020  
*Social Media Marketing Advisory Committee Member*

Selected to join an Advisory Committee for Northeast Lakeview College in their development and release of a new Social Media Marketing degree. We are tasked with helping to identify curriculum and courses necessary for a student earning the degree to be relevant and hireable upon graduation.

**Hill Country Rover Rally** 2015 – Present  
*Co-Founder & Treasurer of the Board*

Hill Country Rover Rally is an annual non-profit off-road event put together independently by Land Rover enthusiasts across South and Central Texas. Our goal is to host an inexpensive Rovering event that is fun for family and friends, where Rover fanatics can enjoy off-roading and comradery in a safe and controlled environment. Hill Country Rover Rally is an independently owned 501C3 nonprofit organization and not affiliated with Land Rover. In

2019, this event achieved status as the largest Land Rover off-road event in North America. Learn more at <http://www.hillcountryroverrally.com>

**SXSW EDU 2020** 2020

*Mentor/Advisor*

I am was selected as an education, digital marketing, and digital career mentor and advisor for businesses and students attending and participating in SXSW EDU 2020.

**Ron Nirenberg 2017 Mayoral Election** 2017

*Campaign Advisor – Online Marketing & Community Outreach*

Prior to running for Mayor, I previously advised Ron Nirenberg on his San Antonio District 8 City Council campaign. I again advised him during his 2017 mayoral election campaign that he won. I focused on branding and positioning, and the usage of digital marketing to support his campaign.

**Julian Castro 2009 Mayoral Election** 2008

*Campaign Advisor – Online Marketing & Community Outreach*

I advised Julian Castro during his 2009 mayoral election campaign that he won. My focus was specifically on his go-to-market strategy for his online campaign and community outreach using online marketing channels. Julian Castro was Mayor of San Antonio from 2009 to 2014. In 2014, he was appointed as the US Secretary of Housing and Urban Development. He also is a Presidential candidate for the 2020 Presidential elections.

**Diversity and Inclusion Committee Member** 2013 – 2015

*Harland Clarke*

**Diversity and Inclusion Committee Founding Member** 2010 – 2013

*Rackspace*

**Exhibits & Education Committee Member** 2014

*Witte Museum*

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**PROFESSIONAL SPEAKING**

I have spoken at dozens of conferences, customer events, and partner events over the past 20 years with audiences up to 500 people. My typical areas of focus are on the topic of digital marketing, MarTech, data, analytics, demand generations, marketing strategy, and social media. Listed are notable events that I have participated in.

**Dreamforce 2012**

*Presentation Title: Social Sales Revolution*

**MarTech Conference 2017**

*Presentation Title: Marketing in the Open Garden – Connecting your marketing ecosystem at the data layer*

Link to View Speaking Session: <https://vimeo.com/218846038>

**MarTech Conference 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*

The Presentation was Featured in Forbes

*Five Marketing Lessons From MarTech 2016: Where Marketing And Technology Collide*

Link to Article: <https://www.forbes.com/sites/shephyken/2016/03/26/five-marketing-lessons-from-martech-2016-where-marketing-and-technology-collide/#4f7d050f251b>

**Gartner IT Symposium 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*

**Digital Summit – Atlanta 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*

**Digital Summit – Dallas 2016**

*Presentation Title: Digital Marketing – It's about evolution, not revolution*

**Digital Summit – Minneapolis 2016**

*Presentation Title: Digital Marketing – It's about evolution, not revolution*

Link to View Speaking Session: <https://slideslive.com/38897745/digital-marketing-its-about-evolution-not-revolution>

**IBM Amplify 2016**

*Presentation Title: The Fragmented Marketing Ecosystem – Integrating Customer Experience with Data and Analytics*

**Customer Experience for Financial Services (CXFS) 2016**

*Master of Ceremonies*

**The Impact of Data Analytics in the World of Marketing (McGill Data Network) 2021**

*Panel Moderator*

Link to view the event: <https://www.youtube.com/watch?v=SlccKC9vXz4>

Contents of curriculum vitae are current as of May 1, 2021