

# ROB TEDESCO

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## OVERVIEW AND KEY COMPETENCIES

Product executive, digital strategist and team builder. Leadership experience on both brand and services sides of digital transformations, for multi-billion-dollar global consumer brands. Innovator with 300+ patents in eCommerce. As a Founder and CPO, led EdTech SaaS company from angel to exit. Stern MBA.

Digital Strategy Leadership Innovation Digital Transformation	Product Strategy AI/ML Products Experience + Interface Design eCommerce	Product Management Strategic Partnerships Software as a Service (SaaS) Agile Software Development
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## EXPERIENCE

**Bounteous, Inc.** Chicago, IL  
*Senior Vice President, Product* Jan. '23 – Present  
*Vice President, Product Management (Hathway, Inc.)* Aug. '20 – Jan. '23

**Summary** Bounteous is a digital transformation consultancy, servicing global brands including CVS Health, JP Morgan Chase, Domino's, and dozens of others in the Fortune 500. I lead our Product Management practice, accountable for delivery standards and talent development. I play a key role in our enterprise business development efforts (leader on pitch teams that have driven \$100M+ of business), and routinely consult with clients on their digital transformation and product strategies. My brand-side executive experience (Subway) allows me to understand our clients' most challenging and transformational predicaments, advise empathetically, and drive outcomes for clients and Bounteous alike.

**Leadership** As Practice lead for Product Management, I run our group of ~60 personnel, supporting more than 20% of the firm's services business. We've evolved multi-vertical standards for product requirements gathering, roadmapping, feature intake, global delivery, agile SDLC, value scoring, and other subdomains within the field, driving efficiency and client account growth. I also serve as Chairperson for our internal Practice Council, which drives cross-functional operational excellence for the enterprise.

**Products** In addition to leading the services side of product management at Bounteous, I also oversee our internal product development efforts, notably including NomNom, the experience accelerator that has fueled the digital growth of more than 40 restaurant brands. Since I joined Bounteous (then Hathway Inc.), we have matured NomNom from its origins as a loose accelerator framework to a robust SaaS platform powering \$3B in digital commerce, adding AI/ML capabilities and scaling annuity revenues from 0% to 15% of mix.

**Advisory** As a consultant, I've advised on digital transformation, product development, and enterprise technology strategies for brands including: Wingstop, Shake Shack, Domino's, Dutch Bros, Five Guys, Denny's, Texas Roadhouse, First Watch, Smoothie King, CKE, Hilton Grand Vacations, and many others.

**Subway Franchise World Headquarters** Milford, CT  
*Vice President, Digital and Consumer Technology (Head of Digital)* Jun. '19 – Apr. '20  
*Director, Digital Product Development* Feb. '17 – May '19

**Summary** Joined Subway as Director of Product Development, then promoted to Head of Digital. Ensured that Subway's consumer-facing technology and digital experiences evolved to capture shifts in consumer behavior toward digital. Recruited and managed a team of 20+ in product management, portfolio and

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service management, UI/UX, digital architecture, and digital application development. Designed and implemented a 4.8 star-rated mobile app, responsive ordering website, POS-integrated third-party delivery solution, new technologies for digital marketing (loyalty, eCRM, and personalization), and supporting suite of microservices. Led collaboration with marketing and operations functions. Spearheaded global delivery efforts and owned relationships and contracts with Accenture, CapGemini and other scaled partners. Total digital sales grew by more than 20x during my tenure (pre-pandemic), and Subway was named #6 among restaurants in digital competence by Gartner.

**Leadership** Led a tower of digital architects, product managers, business analysts, and experience design professionals. Recruited dozens of FTEs to support department build and transformation of Subway's culture toward digital. Managed more than 60 FTEs and contractors. Led agile delivery of mobile app, web, and integrations teams, through blended model featuring onshore product management and UI/UX with offshore development, testing and assembly, leveraging scaled offshore partnerships.

**Strategy** Designed, architected and executed digital infrastructure which introduced and integrated new technologies for payment, ordering, rewards and personalization. Grew digital orders by more than 100% year over year for three consecutive years. Grew rewards membership by millions and scaled transactions into billions. Established network of partners in offshore application development, reducing program costs by more than 60%. Developed strategy for emerging channels including conversational commerce, delivery, curbside, voice ordering and more.

**Programs** Designed functionality to support the launch of the MyWay Rewards program, ensuring that the largest loyalty program launch in retail history (by footprint) was successful. Stood up additional platforms and integrations to support omnichannel marketing automation (CRM), digital analytics, segmentation, personalization, digital media optimization and management of customer data. Integrated online ordering and third-party delivery programs with point of sale to deliver operational value for retail staff.

**Products** Designed and launched several new consumer-facing applications, including a 4.8 star-rated mobile app, an online ordering website, and an in-store kiosk, integrating these sales channels with rewards and personalization technology. Balanced front-end experience design with integration of numerous new and legacy systems.

Equilibria Strategic Services, LLC  
*Founder | Fractional CPO | Fractional CDO*

*Trumbull, CT  
Jan. '16 – present*

Equilibria is my consultancy, which I established to advise companies large and small on tackling digital strategy, transformation and digital product development. Via this consultancy, I have served as a fractional CPO/CDO for firms including Mobivity (CRM) and Asurity (FinTech).

HandHold Adaptive, LLC  
*Co-Founder and CEO*

*Shelton, CT  
Jan. '09 – Dec. '15*

HandHold is a creator of bestselling mobile technology for autism and special education. Its products, used in classrooms and homes around the world, are independently proven to help those with autism overcome learning obstacles and acquire social skills. As Co-Founder and CEO, I grew HandHold from seed stage until its acquisition in 2015.

**Management** Raised several rounds of equity capital to finance initial years of venture. Secured R&D contracts from U.S. Department of Education netting more than \$2M of non-dilutive capital. Hired and managed team of 6.

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**R&D** Served as Principal Investigator of 4 SBIR awards, leading cross-disciplinary teams including researchers at Yale University and UCLA to develop and investigate new technologies independently proven to reduce learning obstacles for individuals with autism.

Walker Innovation (formerly Walker Digital)

*Director of Intellectual Property*

*Senior Associate and Project Manager, R&D*

*Stamford, CT*

*Apr. '07 – Jan. '09*

*Aug. '03 – Apr. '07*

Walker Innovation is an R&D lab from which several notable businesses, including priceline.com, have grown. The firm has licensed or sold 1,000+ patents to leading Fortune 500 firms in e-commerce, financial services, gaming, and social media.

- Named as inventor on more than 300 patents across a variety of tech industries, some of which resulted in licensing transactions with modern tech leaders such as Facebook and Apple.
- Managed a portfolio of 500 gaming patents which generated more than \$100M in direct licensing revenues.
- Collaborated daily with the CEO, Jay S. Walker (Founder of priceline.com), to innovate and strategize growth.

Connecticut Post

*Copy Editor and Columnist*

*Bridgeport, CT*

*May '02 – Aug. '03*

- Edited copy and wrote headlines on deadline. Developed cover page layouts. Contributed regular Arts column.

priceline.com

*Web Analyst*

*Norwalk, CT*

*Jan '02 – May '02*

- Performed business analysis for and supported web development, creating a new experience that supplemented core purchasing path with opportunities for users to save more money by adopting partner products and services.

## EDUCATION

New York University (Stern School of Business) – M.B.A. (with Distinction) – GPA 3.8

*Jan. '09 – May '12*

Northeastern University (School of Journalism) – B.A. (Magna Cum Laude) – GPA 3.7

*Sep. '98 – Apr. '02*