

ROB TEDESCO

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OVERVIEW AND KEY COMPETENCIES

Digital strategist with 300+ consumer technology patents. Proven creator of digital programs and products that capture outcomes at scale. Team-builder with executive presence. Background in entrepreneurship and eCommerce. Stern MBA.

Digital Strategy
Leadership
Innovation
Digital Products

eCommerce
Mobile Apps
Experience + Interface Design
Retail Transformation

Strategic Partnerships
Digital Transformation
Team Building
Agile Software Development

EXPERIENCE

Subway Franchise World Headquarters

Vice President, Digital and Consumer Technology
Director, Digital Product Management

Milford, CT

Jun. '19 – Apr. '20
Feb. '17 – May '19

Summary Upon joining the world's largest restaurant chain in 2017, stood up digital product, architecture and UI/UX functions, leveraging internal teams and external partners to create and deploy a rewards program; marketing automation and personalization technologies; a global POS-integrated third-party delivery program; and new ordering experiences for mobile, web, kiosk and voice. Promoted to Vice President in June of 2019, with accountability over all technology that directly impacts guest experience. Our team ensures that Subway regularly releases enhancements to its digital programs that delight our guests and grow revenues for our franchisees, contributing toward the transformation of our global consumer brand. As a result, total digital sales grew by more than 20x.

Leadership Lead a tower of digital architects, product managers, project managers, business analysts, and experience design professionals. Recruited dozens of FTEs to support department build and transformation of Subway's culture toward digital. Manage more than 60 FTEs and contractors. Lead comprehensive 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.

Strategy Designed, architected and executed digital framework 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, 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, 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.

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Equilibria Strategic Services, LLC
Founder

Trumbull, CT
Jan. '16 – present

Equilibria was established to advise companies large and small on tackling digital strategy, retail transformation and digital application and program development. Engagements span diagnosis, planning and implementation.

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.

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

Jan. '09 – May '12
Sep. '98 – Apr. '02