Robert Allen, MBA

Marketing Executive | Martech & AI | ex-Amazon, ex-Discover | Founder (exited)
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INTRODUCTION

As Director of Marketing Technology at Discover Financial, I built the team from scratch and we delivered $42 million in impact in nine months. At Amazon I was a Product Marketing Manager and owned marketing for a multi-billion-dollar risk mitigation campaign, with several more traditional product marketing launches before that including Amazon Key for Garage and Key for Business. I build technology with engineering teams so my marketers are able to execute faster and more efficiently. I left Discover to join AiryChat as CMO, an early AI startup.

Open to VP Marketing Technology, Marketing Operations, and AI & Growth conversations.

CORE COMPETENCIES

Marketing Leadership | Go-to-Market (GTM) Strategy | Demand Generation | Marketing Technology (Martech) | AI Strategy & Implementation | Marketing Operations | Marketing Data & Analytics | Attribution | Experimentation & A/B Testing | SEO & AEO | Product Launches | B2B & B2C | Vendor Management & Software Consolidation | Team Building

EXPERIENCE

Head of Marketing, ZingLab — December 2024 to Present · Sebastian, FL

- Improved organic search traffic by 10x by implementing SEO and AI-EO (AEO).
- Elevated user clickthrough by 3x by clarifying product offerings and site content.
- GTM: Launched three new B2B products, a shift from previous B2C focus.
- Leveraged AI extensively, supported AI implementation strategy to accelerate work across the company.

Career Break: Author — January 2024 to December 2024 · Sebastian, FL

- Wrote four science fiction novels, all written 100% organically with no AI used.

Chief Marketing Officer, AiryChat AI — May 2023 to December 2023 · Remote

- Led the company rebrand and grew the user base 100% month over month for three consecutive months.
- Brought agentic AI workflows to market in 2023, an early solution to LLM context-window limits.
- Owned positioning and go-to-market (GTM). Partnered with engineering on AI product strategy.
- Wound down at year-end as compute costs outpaced runway in a market dominated by Google and OpenAI.

Director of Marketing Technology, Discover Financial Services — March 2022 to May 2023 · Chicago, IL

- Head of Enterprise Marketing Technology org, built the cross-functional team from scratch, from 2 headcount to 15.
- Delivered $42M impact ($33M savings, $9M revenue).
- Worked closely with Chief Marketing Officer, EVP Product, SVP Technology, and VP Engineering.
- Owned enterprise martech stack strategy, vendor management, and software consolidation. Owned a $15M marketing technology budget.
- Led a team of directors and managers delivering marketing data, analytics, and automation capabilities.
- Partnered with engineering to build marketing technology that let marketers execute faster and more efficiently.

Product Marketing Manager, Amazon.com — August 2020 to February 2022 · Seattle, WA

- Owned marketing for a multi-billion-dollar S-team (Amazon senior leadership) initiative, protecting tens of millions of customers across 13 countries from adverse customer experience during high-stakes global payment-rate negotiations. Delivered in 18 months vs. a 4-year SLA.
- Led a Payments Marketing team that increased program conversion 60% in 90 days: closed an attribution gap that had lost 33% of conversions, designed copy tests for a 15% lift, and built new templates for a 10% gain.
- Results earned VP investment to scale the org from 6 to 45 marketers and from 1 to 13 countries; owned go-to-market across all 12 new markets.
- Helped design an ML-powered dynamic ad platform that drove 65% of program conversions.
- Built the org's experimentation practice: designed an ML-driven multivariate testing platform and trained 45 marketers in A/B testing, statistical analysis, and experimental design.
- Partnered on a shared ~$45M program marketing budget.

Marketing Consultant, Holland America Line — October 2019 to August 2020 · Seattle, WA

- Eliminated 4,000 labor hours by building an HTML email generator.

Marketing Consultant, Amazon.com — November 2018 to October 2019 · Seattle, WA

- Go-to-market strategy for two new B2C and B2B lines of business and partnerships.

Founder & CEO, Splash Marketing — May 2010 to November 2018 · Austin, TX

- Built the company from scratch, sold the company in 2018.
- Full-suite marketing, digital marketing, social media, email, web development, and marketing automation services.
- YoY client retention always 90% or higher. Sales close rate over 80%.
- Supported clients including Fragomen Global, TrustRadius, and Campus Advantage.
- Owned P&L, business development, and client relationships; led the agency through its sale in 2018.

EDUCATION

- **Rochester Institute of Technology**, MBA in Product Commercialization, Rochester, NY, 2016
- **Florida Institute of Technology**, B.S. in International Business, Melbourne, FL, 2010

BOARDS

- **Trustee**, Sebastian Police Pension Investment Board, June 2024 to Present. Responsible for managing investment strategy, risk profile, and long-term fund viability.
- **Advisor**, Florida Tech Bisk College of Business Advisory Board, June 2024 to Present. Marketing Committee Chair, member of Advisory Board Executive Committee.