

Award-winning senior executive. Grow organizations, globally, really fast. HCD & Product development expertise in consumer tech & retail products.

## Professional Experience

### **ROBOTERRA | COO & Board Member**

**Palo Alto 2017 - Current***AI Robotics Edtech*

- Lead product development for educational robotics kits that teach programming, hardware & artificial intelligence to K3-12 audiences
- Lead product, engineering, R&D & operations teams for Roboterra

### **GREENLIGHT PLANET | VP of Product + Global Marketing**

**Nairobi, Mumbai, Shenzhen 2016 – 2017***Consumer solar company. Series C funded. 300 employees + 1000 field staff. 60 countries. 2016 Fast Company Top 10 Social Impact Company.*

- Lead development & launches for 6 solar products, co-developing w Angaza a pay-as-you-go mobile payments platform.
- Built and lead company's first product management system, global marketing + in-house creative agency departments.
- Grew team from 5 to 20 staff plus 15 contractors, 35 total, while reducing overall spend by 35%.
- Revenues grew 55% during tenure, after 3 years of flat revenues prior to joining, leading to 7 quarters of profitability.
- Developed company's first global marketing strategy & 3 year plan w regional strategy, budget & sales process restructure.
- Launched complete company rebrand + innovation pilot scaling into 40 major districts across 10 key countries.
- **Awarded four 2016 Flame Awards Asia for rural advertising & marketing campaigns**

### **INSTITUTE FOR INNOVATION, INTEGRATION, IMPACT | Sabbatical Project | Senior Fellow**

**San Francisco 2014 – 2015***Think tank. International development advisory. Emerging markets: Africa, India, Indonesia. Clients: C-level of mid-sized companies (300-1000 staff).*

- Strategic advisor & research role. Worked with C-level on strategic planning to increase economic impact. Conducted interviews for book.
- Nigeria. Keynote. 2015 International Marketplace Economics & Leadership Conference, "Financial Inclusion for the Underserved"

### **BELKIN INTERNATIONAL | Head of Screen Protection**

**Los Angeles 2011 - 2014**

- P&L owner. Reported directly to CEO. Grew business unit to \$90M in annual revenues, from self to 11-person global team.
- Built business from scratch to \$50M in revenues in first 18 months @ 80% margin. From 0% of market share to hit #1 UK, #1 France, #2 US.
- Created winner product, #1 highest volume selling accessory in Apple Store world-wide. 17K -25K units sold weekly.
- Lead 40 cross-functional person team on \$100M hardware innovation project, successfully disrupting category space.
- Business unit became Top 5 profit contributor, with highest growth rate & margin in company in under 2 years since launch.
- Streamlined China supply chain to support category growth, reducing turnaround from 3 months to 1 week to ex-factory.
- Managed vendors & R&D teams to develop innovative NPI roadmap, launching over 4000 new SKUs.
- Pitched with EMEA, AMER & Asia sales teams to land accounts like Apple, Target, Walmart, Carrefour, MediaMarkt.
- **Awarded 2015 Best of CES, Honors in Mobile Technology Category**

### **TOMS SHOES | Director of Asia Marketing**

**Los Angeles, 2010**

- P&L owner. Rapidly grew Asia business to become 32% company revenue. Focus on Korea, HK, Philippines distribution + China market entry.
- Developed International GTM playbook based on best in-house social media, campus campaigns & retail strategies. Replicated to 30 countries.

### **BETAMEAUX STRATEGY | Principle (Selected Projects)**

**2004 – Present**

- 2017 MAJOR MEDIA NETWORK | Virtual Reality, New York – Developed VR content product roadmap + positioning for SVP of company.
- 2015 PROXIMITY DESIGNS / STUDIO RadioDurans, Myanmar -Lead by TEDTalk speaker Jan Chipchase. **Published: Paddy to Plate.**
  - UX Researcher, part of IMF funded team mapping rice industry value chain using Human Centered Design methodology.
  - Lived in field, interviewing hundreds of industry operators, farmers, supply chain + ministry officials.
- CHEVRON SOLAR ENERGY SOLUTIONS, San Francisco – Rapidly scaled business, reducing sales cycle from 2.5 years to 3 months, \$5-\$45M deals.
- CUMMINS CHINA LTD, Beijing/Shanghai – Built corporate strategic initiative, leading 22 6Sigma Blackbelts. Also launched disabled persons venture.

### **PORT OF SAN FRANCISCO | Government Affairs Assistant – 2002 Mayoral Award for Leadership**

**San Francisco 2001-2004**

## BOARD & ADVISORY

**ENSIBUUKO | Executive Board Member** - Uganda Fintech. Raised \$500K seed funding. Unilever/Ashoka and Sankalp Investor award winners.**FARMDRIVE | Advisor** - Kenya Fintech. Mobile banking, savings & lending app for rural consumers + field officer CRM. Got funded by Safaricom.**CORO PUBLIC LEADERS | 2004 Fellow**

## EDUCATION

### **THE WHARTON SCHOOL**

**Philadelphia 2006 - 2008**

MBA, Double majors in Marketing, Management  
Robert + Diane Levy Fellowship for Social Impact

### **UNIVERSITY OF CALIFORNIA, BERKELEY**

**Berkeley, 1997- 2001**

BA, Economics. Emphasis in Marketing + Asia studies  
Ricoh Scholarship

**INTERESTS** Skateboarding, snowboarding, emerging markets, bibliophilia, sub-culture trendwatching, bottom-of-pyramid, theology, art, fast cars.

## **ADDENDUM**

### **AWARDS**

- 2016 Flame Awards Asia, Rural India Marketing Association.
  - 2016 “Silver Medal, New on Ground Property of the Year”
  - 2016 “Bronze Medal, Direct Marketing”
  - 2016 “Bronze Medal, Sales Promotion & Activation”
  - 2016 “Bronze Medal, Small Budget Sales Promotion & Activation”
- 2015 “Best of CES, Honors in Mobile Accessories Category”
- 2014 “Belkin Values Excellence,” Top Product Management award in company
- 2009 “Congressional Leadership Recognition for Service to Community” awarded by Congressman Bob Filner
- 2004 “Congressional Leadership Recognition for Service to Community” awarded by Congresswoman Anna Eshoo
- 2002 “Mayoral Award for Outstanding Leadership” awarded by Mayor Willie Brown Jr. of San Francisco
- 1999 “Most Inspirational Mentor” awarded by Project Collegebound & Asian Pacific Islander Youthnet

### **SPEAKING ENGAGEMENTS + PUBLICATIONS**

- 2016 Nairobi Design Week | Kenya
  - “Human Centered Design for Emerging Markets”
- 2016 ASEAN Solar Energy Conference | Philippines
  - “Solar Adoption, Product Development Trends”
- 2015 International Marketplace Economics & Leadership Conference | Nigeria
  - “Financial Inclusion for the Underserved”
  - “Startup Capital for Young Entrepreneurs”
- “Paddy to Plate”, 2016, Proximity Publishing. Contributing Writer.
- “ExtraOrdinary”, 2016 Rep Publishing. Contributing Researcher.
- [www.leeandlo.com](http://www.leeandlo.com) Social Entrepreneurship Lifestyle Blog