

Roberto Warren Fisher

Internet Executive and Chief Idea Guy

Results-oriented leader who delivers best-of-breed Internet, social media and new media products and services. A collaborative product visionary with a detailed grasp of the business and technological fundamentals required for designing and executing innovative product offerings. Two decades of experience across the digital space, supporting ad-supported, premium subscription and shrink-wrap business models, as well as professional product and service industries.

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Expertise

- Extensive Knowledge in Internet, Social Media & Digital Media Offerings
- Strategic Planning & Product Execution
- Global & Mobile Product Experience
- Staff Development & Supervision
- UX, Design & Product Specifications
- Web, Data & Information Architectures
- Mergers & Acquisitions Integrations
- Contract Negotiations & Outsourcing
- P&L Management

Experience

Vice President of Product, Myspace Music LLC

4/08 to present

As the most senior product executive, was responsible for the overall product vision for the Myspace Music joint venture from its inception, as well as for numerous Myspace.com products. Led teams across both MSM and Myspace in delivering user experience goals, information architecture and visual designs, ad product integrations, licensed and user generated content strategies, search and recommendations, editorial content publishing platform, streaming applications, mobile offerings, and back office operating systems.

Highlights:

- Grew Myspace Music from the number four online US music destination to number one on comScore.
- Led the vision and development for the new Myspace profile and its related content products, publishing tools and stats tools, which has exceeded user engagement and revenue performance goals.
- Liaised with all key departments, stakeholders, partners and vendors.
- Represented Myspace at numerous speaking engagements.
- Built and managed up to a 16 person team.

Myspace Music is an independent company created as a joint venture between the online social network MySpace and the four major record labels, which provides free streaming music and other entertainment services to consumers, and provide social media services and various tools for artists.

Senior Director of Product, Yahoo! Inc.

12/01 to 4/08

Product planning and execution across numerous Yahoo! Music and Yahoo! Entertainment media product and services including LAUNCHcast, Music Videos, Yahoo! Video, Yahoo! Media OS, Yahoo! Music Unlimited and Yahoo! Connecting Life (mobile, living room, and ISP products and services). Defined and built the overall application infrastructure used to manage and deliver rich media, and the web services supporting content discovery, personalization and provisioning.

Highlights:

- Helped grow Yahoo! Music to the number one online US music destination.
- Filed for several patents related to digital content, data and user engagement.
- Led strategy for Yahoo!'s media distribution, reporting and security systems.
- Served as one of Yahoo!'s principle product strategists for its intellectual property strategy.

- Played a lead product integration role in the acquisition of MusicMatch.
- Developed and launched some of Yahoo!'s earliest connected device media offerings.
- Managed up to a 26 person team.

Vice President, Technology Operations, LAUNCH

02/00 to 12/01

Oversaw all aspects of LAUNCH's technical and operating infrastructure.

Highlights:

- Executed multiple data center moves with zero downtime, and various other platform upgrades and migrations.
- Designed and implemented LAUNCH's dev, QA, stage and production environments.
- Teams included systems and network engineering, database, website and streaming operations, helpdesk/NOC, QA and release management, library and encoding operations, technical documentation and project management.
- Managed up to a 24 person team.

Vice President, Production & Operations and Executive Producer, LAUNCH

08/99 to 02/00

Led product, production and operation teams supporting LAUNCH.

Highlights:

- Drastically streamlined and improved quality across the site through a rigorous effort across the whole organization.
- Teams included producers, developers, and designers, including product development teams supporting ad products and business development deals, and also the content management group who supported site publishing.
- Managed up to a 35 person team.

Yahoo! provides Internet services to users and businesses worldwide. In September 2001, Yahoo! acquired LAUNCH Media, a leading Music website and innovator in online digital media and subsequently re-branded it to Yahoo! Music, becoming the world's then largest provider of online streaming music audio and video experiences.

Vice President, Enterprise Automation & E-Business, CBRE Inc.

06/98 to 07/99

Defined and executed CB Richard Ellis' product roadmap e-business automation and front office automation programs, leading a team of project managers, systems analysts and developers.

Highlights:

- Developed solutions for the company's internal automation across real estate disciplines and Internet strategies.
- Established a global program office to oversee the dozen or more integration and automation programs which resulted from the merger activities.
- Established CBRE's strategy for customer relationship management, property and listing systems, web-based content management, document management, and extranet collaboration.
- Managed up to a 23 person team.

CB Richard Ellis is the world's largest real estate services organization, leveraging the industry's most powerful property database to meet the needs of its brokerage, leasing, corporate services, property management, mortgage banking, valuation, research, and investment property clients worldwide.

Vice President, Operations and Technology, Citicorp Investments

2/97 to 06/98

Lead the team responsible for defining and implementing a global applications architecture featuring a web-based client platform for Citicorp's retail investment group, and supporting cross-business service convergence.

Highlights:

- Consolidated multiple points of service and systems of record into a new integrated database and application platform for intranet, Internet, branch and ATM uses.
- Produced systems and operating integration plans with legacy bank systems and customer touch points.
- Conducted gap and usability analyses to ensure continuity of the customer experience, sales model and systems processing, and to understand and minimize risk to existing processes.
- Produced project documentation and interface designs, as well as oversaw the production of business and functional requirements.
- Managed a 6 person team.

Citicorp (now CitiGroup) is today's pre-eminent financial services company, with some 200 million customer accounts in more than 100 countries.

Director, Global Internet Solutions, Oracle Corporation

6/96 to 2/97

Led numerous efforts to develop global web and automation products, supporting Oracle's initial presence on the Internet, its intranet and a global sales automation effort. Led strategy for online information storage and retrieval systems, and Internet automation programs for Oracle.

Highlights:

- Launched one of the earliest online information storage and retrieval systems using database technologies on the Internet.
- Established a reputation as Oracle's foremost internal expert in content management and communications.
- Played a central role in the company's globalization efforts.
- Represented Oracle at conferences regarding its information management strategy.
- Managed up to a 5 person development team.

Various other roles at Oracle:

7/90 to 5/96

Senior Manager, Global Productivity Systems
Technical Marketing Manager, Product Line Marketing & Desktop Products groups
Product Analyst, Oracle Purchasing, Financial Applications Division
UNIX Porting Analyst, Financial Applications Division
Operations Coordinator

Oracle Corporation is the world's largest enterprise software company, providing the software and services that let organizations get the most up-to-date and accurate information from their business systems.

Education

Stanford University

Bachelor of Arts Conferred with Honors in Values, Technology, Science and Society

VTSS teachings and research are predicated on the belief that science and technology are two of the most potent forces for individual, societal, and global change in the contemporary era. VTSS examines the natures, causes, and consequences of scientific and technological developments, how science and technology function in different societies, and how social forces attempt to shape and control these forces to serve diverse, often conflicting interests.

Program Concentration: Technology Policy and Regulation

Developed with a focus in public policy and environmental issues. Differed fundamentally from a traditional public policy major by addressing the impact of science and technology on policy issues, though still covering traditional policy studies in-depth. Included courses in the each of the following areas: Economics, Policy Analysis, Environmental Science, Computer Science, Statistics, Risk Assessment, Organizational Theory, International Development, Ethics and Philosophy. Advisor: Dean Thomas McBride, Stanford Law School. 3.7 GPA

Honors Program

The Politics, Risk Issues and Economics of Hazardous Waste Policy: A Critical Analysis of EPA Programs. Received top recognition received. Advisors: Prof. Gil Masters, Civil Engineering, and Prof. Roger Noll, Economics. 4.0 GPA

References

Available upon request.