

LUIS H. RODRIGUEZ

Ridgefield, CT 06877

Mobile: (203)722-2728

<https://LinkedIn.com/in/LuisHRodriguez>

LHR@ALUM.MIT.EDU

TECHNOLOGY EXECUTIVE

Technology Executive with recent experience in the areas of the Internet of Things (IoT), Smart Buildings, Enterprise Asset Management, and Commercial Security. Most recently I was Director of Product Management for IoT and Ecosystem in Honeywell's Commercial Security Unit where I developed a data monetization strategy that included analytics such as machine learning. Overall, I have a solid foundation in advanced technology, both by education with an MIT Ph.D. in Computer Science, and by experience across several well-known technology leaders. This is coupled with a strong track record in building high performance teams, establishing and growing partner ecosystems, and bringing discipline to managing resources and finances.

Key Strengths include:

INNOVATION

- Developed strategies and launched key initiatives in multiple product management roles to monetize data via IoT offerings, including machine learning analytics from partners. Executed plans including partner recruitment, digital marketplaces, IoT platforms, and API access for third-party integrations

PRODUCT MANAGEMENT

- Developed and sold disruptive strategies across organizations in multiple product management roles with results such as the delivery of the first IBM SaaS Maximo release, the doubling of a \$300M market segment via acquisitions, and the creation of two IoT third-party ecosystems

PARTNER MANAGEMENT

- Developed and drove a new IBM Innovation Center (IIC) strategy that doubled the run rate of annual workshops to 2,200+ and doubled the annual rate of partner integrations of IBM technology to 2,000+

IoT AND SMART BUILDINGS SME

- Presented in industry forums and currently freelancing as an industry consultant on the Industrial Internet of Things, Smart Buildings, and Enterprise Asset Management

BUSINESS DEVELOPMENT

- Built a net new team of 50 people 6 months ahead of a 15-month hiring schedule, and began productively working deals 3 months ahead of a 6-month deployment schedule, enabling IBM Smarter Infrastructure to reach double-digit year to year growth and gain share

PROFESSIONAL EXPERIENCE

HONEYWELL INTERNATIONAL, INC.

04/2017 - 10/2019

Northford, CT **Director, Product Management, Internet of Things (IoT) and Ecosystem
Commercial Security Unit**

Recruited to build an Internet of Things ecosystem of third-party offerings supporting Honeywell's overall transformation and expansion to a software model.

- Defined a data monetization strategy including analytics, built a team, and developed a 100+ partner integration pipeline. Projected double digit millions of 2020 revenue off a small base.
- Owned and grew the emerging US-based security cloud business (MAXPRO Cloud) by double digits during a 7 month period to 4300+ connections and a \$1.3M+ annual run rate, re-launched it in Europe, and began planning for launches in the Middle East, Asia Pacific and Latin America.
- Built and led the Protecting K-12 Schools initiative. Partnered with leading safety research center NCS4.com to deploy equipment and personnel into their lab. Partnership results include developing best practices, training personnel, and helping schools affordably and dramatically improve safety.

IBM CORPORATION

Somers, NY

**Director, Product Management, Internet of Things
Internet of Things Unit**

04/2001 – 04/2017

03/2016 – 04/2017

Chosen to develop and execute the first third-party ecosystem strategy for the IoT for Enterprise Asset Management and IoT for Buildings offering families.

- Delivered a digital strategy based on the IBM marketplace, and the IBM IoT platform with API access.
- Developed a data monetization plan, built a partner program including an initial pipeline of 20+ partners, and began onboarding partners onto the IBM marketplace.

**Director, Product Management, Maintainer of Things
Internet of Things Unit**

03/2015 – 02/2016

Chosen to expand a \$300M+ segment including Enterprise Asset Management (Maximo) and Real Estate Management (TRIRIGA) both traditionally and via IoT and Software as a Service (SaaS).

- Delivered the first IBM SaaS offerings in this segment, and a major Maximo release.
- Developed and began executing on a roadmap that included IoT integrated offerings, a modern mobile application framework, and various types of SaaS offerings.

**Director, Business Development
Smarter Infrastructure Unit**

01/2014 – 02/2015

Chosen to build a business development team to grow the \$300M IBM Smarter Infrastructure business, including Enterprise Asset Management (Maximo) and Real Estate Management (TRIRIGA).

- Hired a world-wide team of 50 people 6 months ahead of a 15-month hiring schedule and led them to begin productively working deals 3 months ahead of a 6-month deployment schedule.
- By Q4 2014, the business reached double-digit year to year growth and was gaining market share.

**Director, IBM Innovation Centers
IBM Ecosystem Development**

07/2008 – 12/2013

Chosen to lead a business transformation of the 40+ world-wide IBM Innovation Centers (IICs), including an organization of 350+ people and a \$40M budget.

- Optimized the IIC count to 38, then expanded by 5 into Eastern Europe and Middle Africa.
- Built specialties within IICs that included lab spaces for Healthcare, Banking/Finance, and Start-ups.
- Drove organizational discipline that reduced costs by 1/3, while improving operational efficiency, quality and capacity. Always achieved budget targets, despite continual reduction targets.
- Retained the best talent and hired new talent for vitality.
- Doubled the run rate of annual workshops to 2200+. Doubled the annual rate of partner integrations of IBM technology to 2000+.

**Director, Product Management
IBM Tivoli Software**

04/2005 – 06/2008

Chosen to lead a \$500M segment including service desk, change and release management, IT asset management, data center provisioning, security, and compliance.

- Doubled the size of the business with acquisitions including Isogon, Collation, CIMS Lab, Rembo, Dorana, Consul, and MRO Software (Maximo).
- Branched the Security and Compliance segments into a separate business segment, which subsequently grew into IBM's \$4B Security business.

**Director of Strategy
IBM Tivoli Software**

07/2004 – 03/2005

Chosen to develop a disruptive strategy to grow a traditional \$1B business.

- Delivered an IT Service Management strategy and began driving the changes required for execution.

**Executive Assistant
IBM Sales**

08/2003 – 06/2004

Chosen to be the "Chief of Staff" / Aide to Marc Lautenbach, General Manager of the \$15B+ IBM Global Small and Medium Business sales sector.

**Strategy Program Director
IBM Lotus Software**

04/2001 – 07/2003

Recruited to drive the development of a new, transformative growth strategy for a \$700M division.

- Delivered the new strategy and drove initiatives that arose, including email as a service.
- Helped devise an innovative way to integrate primary market research and strategy development, resulting in a peer-reviewed article in ESOMAR.
- Co-led the IBM Massachusetts Diversity Council for 1 year.

PHOTO.NET

10/1999 – 03/2001

Cambridge, MA

Co-Founder and COO

Joined a small team to commercialize a social network for amateur photographers, operating the web site, coding, and deploying new technology.

- Ten months after re-launch, site traffic had improved ten-fold, with above industry-average buyer conversion.

MCKINSEY & CO.

09/1997 – 09/1999

Boston, MA

Engagement Manager

Recruited to help develop strategy, marketing, and organizational analyses and recommendations.

- Client engagements included: a datacom strategy, a strategic planning process, a post-merger plan for a sales and marketing organization, a sales effectiveness program, and a small/medium business services growth strategy.

EDUCATION**PhD, Computer Science**

Massachusetts Institute of Technology, Cambridge, MA

- Member of the MIT Committee on Undergraduate Admissions and Financial Aid for one year
- Awarded GE Fund Faculty for the Future Fellowship

MS and BS, Electrical Engineering and Computer Science

- Joint Master's and Bachelor's degree completed through a highly selective co-op program between MIT and the then Xerox Palo Alto Research Center

COMMUNITY INVOLVEMENT

Member of the Board of Advisors of CAHSI – (<http://cahsi.cs.utep.edu>) – The Computing Alliance of Hispanic-Serving Institutions (CAHSI) was formed to increase the number of Hispanic students who pursue and complete Bachelor's and advanced degrees in the Computer and Information Sciences and Engineering areas.

Active member of the Avanza Network (<https://www.avanzanetwork.org>) – Inspiring underprivileged students to achieve their full potential through the transformative power of higher education.