



## **Rob Green**

Rob has over 30 years of experience serving in business development, corporate development, and CEO roles for B2B software companies ranging from startups, to turnarounds, to Fortune 50 organizations.

As a proven business-builder, board member, and senior executive, Rob is highly regarded for his ability to "see the chessboard" and understand how to position technology companies properly to achieve their maximum potential in today's competitive landscape. Whether the challenge involves helping companies raise critical growth capital, recruit top board and leadership members, optimize the product portfolio, or build partnerships with top global customers, Rob has consistently demonstrated the ability to lead the charge and execute.

To date, he has held senior leadership roles up to the CEO level in multiple organizations within the software, telecommunications, and digital media sectors ranging from Fortune 50 firms to numerous startups and mid-tier growth companies. In each role, he has been the leadership catalyst in the building of winning teams, cultures, and products that have led to breakthrough market success in terms of market share as well as the realization of compelling shareholder returns and highly profitable exit opportunities.

Rob holds a BA in economics from Indiana University.

### **Key Leadership Accomplishments**

Rob led four sell-side and two buy-side acquisitions, with an average sell-side multiple of 4x gross revenues. As CEO of Abacast, he led the turn-around, pivoting the company from purely a streaming provider to an advertising platform play and ultimately selling for a high return. He has also executed multiple funding rounds, including VC (venture capital) rounds. In addition, Rob developed global partnerships and maintains an active network for technology and financial partners. Rob's most important talent is his ability to execute, which he's demonstrated consistently throughout his career.

### **Summary**

- VP, SVP, CEO, board of advisors, board of directors
- Business development, corporate development, strategy, exit
- Raising capital
- Growth/EBITDA improvements
- Mergers & Acquisitions
- Debt financing
- Software, B2B tech, AI/ML, digital media