

Robert R Gash

robert@rga.sh - San Francisco, California - (206) 658-3655

Software and product development executive with experience leading product strategy, software development, research and design, and sustaining engineering organizations within the online retail, manufacturing, and logistics sectors.

Leadership Expertise and Strengths

- Corporate strategy and competitive analysis
- Global team leadership and management
- High-scale software architecture and development
- Product research and development
- Supply chain and inventory optimization
- Customer and vendor management

Experience

Symphony Commerce (CRV, Bain Capital, and FirstMark-backed startup), San Francisco CA (2016-Present)

Led engineering and operations organizations designing and building the Symphony platform including 50 engineers, technical support, operations specialists, and in-house recruiting team through acquisition in May 2018.

Vice President, Engineering and Operations

- Led load-testing and redesign of core platform enabling 16x annual traffic growth during in 2016 and 2017 holiday period, including asynchronous order workflows, new content caching strategies, and performance optimization.
- Hired company's first in-house recruiting team to drive team growth and experienced talent pipeline, resulting in 20 engineers, 4 principal engineers, 2 senior directors, chief architect, and technical program manager hires in 12 months.
- Launched security program and SOC2 audit to comply with customer and PCI-DSS 2018 requirements.
- Implemented on-time order measurement system, improving on-time performance from 77% to 99.5% in 6 months.
- Developed and launched first new CMS integration, connecting the Symphony platform with Adobe's Experience Manager.

FlightCar (GGV Capital and General Catalyst-backed startup), San Francisco CA (2016)

Recruited to lead relaunch of customer-facing product, including physical and online customer experience. Led product and engineering team of 15 through platform and application relaunch and acquisition by Mercedes Benz.

Vice President, Product and Engineering

- Launched first company Android and next generation iOS applications in 8 weeks, doubling customer conversion. Apple featured the iOS application as the "best new app" and "best of May 2016" in the Travel category.

Good Eggs (Index and Sequoia-backed startup), San Francisco CA (2015-2016)

Recruited from Amazon as software and operations executive to prepare for expansion to additional markets. Advised co-founders through corporate restructuring and led engineering and product teams through implementation and pivot.

Vice President, Engineering

- Launched next day delivery, new warehouse management system, first native mobile application (iOS), real-time SMS feedback platform, and shoppable recipe content, increasing order volume by 30% and revenue by 23% within 3 months.
- Designed and launched company-wide metric suite focused on product availability and order defects, enabling operations teams to analyze service issues, resulting in reduction of order defects by 34%.
- Researched and developed new warehouse technology and processes, enabling company to reduce unit costs and cycle time to support same day delivery strategy. Order cycle times were reduced by 50%, and outbound labor costs by 30%.

Amazon (NASDAQ: AMZN), Seattle WA (2007-2015)

Recruited from GE and advanced rapidly to department-level management. Based on success supporting the largest single product launch in Amazon's history, selected to launch new competitive intelligence group and inbound supply chain team.

Senior Manager, Inbound Optimization Technologies

- Created and launched Amazon's first inbound supply chain management program, scaling seed team of 6 to 49 software developers, research scientists, product managers, and program managers over 18 months.
- Launched global inbound freight management programs, recovering \$170MM in operating expenses and reducing US lead time by 2 days (~20%). Program included creation of new vendor platform, applications, and compliance programs.
- Developed inbound shipment planning systems, reducing US inbound costs by \$98MM by improving shipment density.

- Improved inbound arrival forecast errors by 14% by launching new platform and data quality initiatives.

Senior Manager, Global Supply Chain Audit

- Led global supply chain audit team focused on identifying root cause for stock out situations and analyzing competitor performance, with specific focus on China and Europe.
- Designed and launched competitive benchmarking system that adjusted buying strategies based on global demand trends observed on third party websites.

Software Development Manager, Fulfillment Systems

- Led cross-functional team to support successful launch of Harry Potter 7, the largest single-product distribution in Amazon.com history to date (2016). Included development of technology to meet strict embargo requirements; directed 24/7 operational support, enabling delivery of 2.2MM units (1.3MM on release day) to 160 countries.
- Managed packaging redesign and creation of box-size optimization tools that reduced corrugate costs by \$6MM annually.
- Delivered efficiency improvements including carton size optimization (\$15MM savings), global document generation platform (doubled packing productivity), quality control tools, dynamic branding and automated shipping systems.

General Electric Energy (NYSE: GE), United States and Italy (2003-2007)

Business Solutions Project Manager, GE Nuclear Energy

- Managed \$1.0MM of business intelligence and supply-chain initiatives focused on reducing discretionary expenditures.
- Co-led functional and technical design of Oracle 11i supply chain system consolidating 13 disparate processes across domestic operations. Mentored IT managers in Lean Six Sigma processes and facilitation.

Project Manager, Information Management Leadership Program (IMLP)

- IT Lead for Lean Six Sigma project that developed business intelligence reporting tools to provide critical procurement expenditure data, used to identify spend inefficiencies, saving \$4MM in first year, exceeding budget targets.
- Led development of an expediting system to integrate supply chain systems with suppliers in \$4.2B GE Oil & Gas business.

Early Startup Experience (1997-2003)

Supported early phase startup and local business, including systems and network administration and web development.

Software Engineer, Enkia, Atlanta GA (2002-2003)

Technology Manager, AIS Media, Atlanta GA (2001-2002)

Senior Systems Administrator, Vener Net, Little Canada MN (1999-2000)

Systems and Network Administrator, Cybermax, Jacksonville FL (1998-1999)

Consulting Systems Administrator, Murphco of Florida, Jacksonville FL (1997)

Education

Georgia Institute of Technology, Atlanta GA

BS, Computer Science (High Honor), Specializations in Networking, Compiler Design, and Software Engineering

- Head Teaching Assistant for Software Practicum, Teaching Assistant for Introduction to Computer Science for 3 years.

Professional Affiliations and Organization Leadership

- Treasurer and Secretary, Seattle Georgia Tech Alumni Association (2007-2009).
- Vice President, Atlanta Java User Group (2003-2004).
- Vice President, Jacksonville Linux Users Group (1998-1999).
- Developer of WebTTS, open source (GPL) licensed trouble ticketing system (1998).
- Eagle Scout, Boy Scouts of America.