

Luis H. Rodriguez

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Experience

IBM CORPORATION

Somers, NY

Internet of Things Unit: Director, Product Management (March 2016 – present) – Responsible for developing & executing scalable ecosystem-driven industry strategies starting with IoT for Buildings. Delivered a digital marketplace-based strategy. Began execution: built partner program and now on-boarding partners. Also developing an Exchange for monetizing partner Buildings Data.

(March 2015 – February 2016) – Responsible for the Operators of Things segment, incld Enterprise Asset Mgmt (IBM Maximo) & Real Estate & Facilities Mgmt (IBM Tririga). Responsible for strategy, product definition, driving sales/marketing/development, & working with customers/partners/analysts. Delivered a major Maximo release & new Maximo & Tririga SaaS offerings. Developed roadmap for Maximo/Tririga integration with both IoT and with a modern mobile framework.

Smarter Infrastructure Unit: Director, Business Development (January 2014 – February 2015) – Responsible for growing the IoT Smarter Infrastructure business, including Maximo & Tririga. Drove hiring/training of a new Bus Dev team. By Q4 '14, we reached double-digit growth.

IBM Ecosystem Development: Director, IBM Innovation Centers (July 2008 – December 2013) – Responsible for building ecosystems based on local market dynamics in 40+ cities through IBM Innovation Centers. Drove strategic business plans & their execution, delivering technical skills & go-to-market help to partners. Reduced spending by 1/3 while improving operational quality & capacity. Ramped up to an annual run-rate of 2,200+ classes & 2,000+ integrations of IBM technology.

Tivoli Software: Director, Product Management (April 2005 – June 2008) – Developed segment strategy & planning, drove execution across sales, marketing, & development, and worked with customers, partners, & analysts. Managed segments including service desk, change & release mgmt, IT asset mgmt, data center provisioning, security, & compliance. Led the revenue case for acquisitions including Isogon, Collation, CIMS Lab, Rembo, Dorana, Consul, and MRO Software.

Tivoli Software: Director of Strategy (July 2004 – March 2005) – Responsible for strategy and planning. Helped develop & drive the new IT Service Management strategy into execution.

IBM Sales: Executive Assistant (August 2003 – June 2004) – Aide to Marc Lautenbach, then the General Manager of the IBM Global Small and Medium Business sector.

Lotus Software: Strategy & Planning Program Director (April 2001 – July 2003) – Through a highly-matrixed team, drove the development of a transformative growth strategy and plan. Co-led a team that implemented an innovative way of integrating primary market research with strategy development, resulting in a peer-reviewed best-practice journal article in ESOMAR.

PHOTO.NET

Cambridge, MA

Co-Founder and COO (October 1999 – March 2001) – Operated/developed the site. Ten months after re-launch, traffic had improved ten-fold, with above industry-average buyer conversion.

MCKINSEY & CO.

Boston, MA

Engagement Manager (September 1997 – September 1999) – Developed strategy, marketing, and organizational opportunities, primarily within the high-tech industry, including:

- An international datacom strategy (hosting, VPNs, voice/fax over IP) for a telecom company
- A strategy and planning process for the U.S. subsidiary of a global consumer goods company
- The post-merger management of the sales & marketing divisions of two large IT companies
- A growth strategy and a sales effectiveness program for a multi-national insurance company
- An aggressive small/medium business services growth strategy for a global IT company

Experience (cont.)	<p>MIT, COMPUTER SCIENCE DEPARTMENT Cambridge, MA Graduate Student (September 1992 – August 1997) – For Ph.D. thesis, developed ViewForm, a language for building program transformation systems. ViewForm improves software performance by allowing implementation details to cross abstraction boundaries, while ensuring software integrity against changes in code modules. Thesis Committee: Prof. Hal Abelson (head), Prof. John Guttag, and Dr. Richard Waters</p> <p>HEWLETT PACKARD, MASSACHUSETTS LANGUAGE LAB Chelmsford, MA R&D Software Engineer (Summer 1996) – Developed a customer-oriented approach towards migration from HP Fortran 77 to Fortran 90. Implemented a tool for detecting syntactic and semantic incompatibilities. Developed the section of the Fortran 90 user’s manual discussing migration. The documentation and tool became part of the shipped Fortran 90 product.</p> <p>MIT, COMPUTER SCIENCE DEPARTMENT Cambridge, MA Recitation Instructor (February 1996 – May 1996) – Taught sections for Structure and Interpretation of Computer Programs (6.001), directly supervising two graduate student Teaching Assistants. This position is normally reserved for professors.</p> <p>Head Teaching Assistant (September 1995 – January 1996) – Taught tutorials and recitation sections for 6.001, and co-managed 7 graduate Teaching Assistants.</p> <p>XEROX, PALO ALTO RESEARCH CENTER Palo Alto, CA Research Staff (July 1991 – August 1992), Research Intern (May 1990 - January 1991, Summer 1989 & 1988) – Worked on the design & implementation of a metaobject protocol for a Scheme compiler. Designed an extensible compiler for parallel architectures. Developed a hashing scheme for efficiently implementing method dispatch in an object-oriented language. Implemented Khufu, a DES-based software encryption algorithm.</p>
Education	<p>MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cambridge, MA (June 1986 – September 1997) – Ph.D. in Computer Science, September 1997, Concentration in biology. Completed S.M. & S.B. requirements in Computer Science, September 1991. GPA: 4.84/5.0</p>
Academic awards and honors	<ul style="list-style-type: none"> • GE Fund Faculty for the Future Fellowship, Awarded January 1996 • NSF Graduate Fellowship Award, 1992-1995 • NSF Incentives for Excellence Scholarship Prize, 1988 • Member of the MIT Committee on Undergraduate Admissions and Financial Aid, 1996-1997 • Member of Tau Beta Pi and Sigma Xi
Publications	<p>Carol K. Galvin, Bernadette DeLamar, Luis H. Rodriguez <i>Building The Matrix: A case study in teamwork among strategic planners and market researchers</i> ESOMAR Congress, Prague, Czechoslovakia, September 2003.</p> <p>Luis H. Rodriguez Jr. <i>View-Based Abstraction: Enhancing Maintainability and Modularity in the Presence of Implementation Dependencies</i> Massachusetts Institute of Technology, Ph.D. Dissertation, September 1997. http://www.lcrm.com/papers/phd/viewform-thesis.pdf</p> <p>Luis H. Rodriguez Jr. <i>Coarse-Grained Parallelism Using Meta-Object Protocols</i> S.M. Thesis, Massachusetts Institute of Technology, September 1991. Also Appears as Technical Report SSL-91-06, Xerox PARC, September 1991.</p> <p>Luis H. Rodriguez Jr. <i>A Study on the Viability of a Production-Quality Metaobject Protocol-Based Statically Parallelizing Compiler</i> In <i>Proceedings of the International Workshop on New Models for Software Architectures: Reflection and Meta-Level Architecture</i> Pages 107-112, Tokyo, Japan, November 1992.</p> <p>Gregor J. Kiczales and Luis H. Rodriguez Jr. <i>Efficient Method Dispatch in PCL</i>, In <i>Proceedings of the 1990 ACM Conference on Lisp and Functional Programming</i> Nice, France, Pages 99-105, 1990. Also In <i>Object-Oriented Programming: The CLOS Prospective</i>, Andreas Paepcke, Ed., MIT Press, Cambridge, MA, Pages 335-348, 1993.</p> <p>Gregor Kiczales, J. Michael Ashley, Luis H. Rodriguez Jr., Amin Vahdat, and Daniel G. Bobrow <i>Metaobject Protocols: Why We Want Them, and What Else They Can Do</i> In <i>Object-Oriented Programming: The CLOS Prospective</i> Andreas Paepcke, Ed., MIT Press, Cambridge, MA, Pages 101-118, 1993.</p> <p>Gregor Kiczales, John Lamping, Luis H. Rodriguez Jr., and Erik Ruf <i>Macros that Reach Out and Touch Somewhere</i> Internal Technical Report, Embedded Computation Area, Xerox PARC, August 1992.</p>