**MARTY** **ROBERSON**

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# Professional Summary

Visionary executive with expertise in strategic leadership, business development, and cross-functional management across telecom, AI, aerospace, advertising, and real estate. Propelled startups, led R&D, and drove innovation to boost revenue, and expand markets. Built high-performing teams, executed global strategies, and delivered complex projects. Directed scaling, mergers, investor relations, and client acquisition, securing multimillion-dollar deals with firms like Hewlett-Packard. Proficient in AI integration, process optimization, and solutions like LoopMaster and OctoFlyer MM. Experienced in sustainable design and real estate development, aligning innovation with long-term growth. Founded and scaled a $3.9M telecom company, leading it to a $220M acquisition by Nokia, featured in Business Alabama as a landmark entrepreneurial success.

**Skills**

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Strategic leadership

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Business Development

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Market Expansion

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Revenue growth

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Product Innovation

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R&D Management

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Technology commercialization

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Operational Strategy

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Cross

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Functional Management

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Project

Execution

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AI Integration

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Client acquisition

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Startup scaling

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Mergers, Integration

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Team building

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International Operations

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Process Optimization

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Real estate development

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Sustainable Design

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Investor relations

**Experience**

**Founder & Lead Innovator**

**2008**

**to Current**

## OctoFlyer MM & RoadRunner Advertising

* Led innovation across industries, managing AI and engineering R&D for solutions in advertising, aerospace, and emergency response.
* Built the OctoFlyer MM, an electric drone for manual and future autonomous use in rescue, defense, and civilian roles.
* Patented and launched the RoadRunner Carousel, a cost-friendly, revolving billboard that modernized a family sign business.
* Developed motion-based ad systems with durable materials to boost engagement, lower costs, and drive adoption.

## Real Estate Development 2002 to 2008 Crane Hill Properties

* Designed and completed high-value developments, including Waterford and Windemere at Smith Lake, boosting regional growth and property value.
* Shifted from telecom to real estate, delivering two luxury condo projects in 17 months, showcasing adaptability and execution.
* Sold a $10M lakefront condo with a 25% profit margin through strategic positioning and premium development.
* Boosted property value and appeal by applying sustainable building practices and long-term planning strategies

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## Senior Executive Early Career NOKIA

* Played a key role in Nokia's post-acquisition integration of DiscoveryCom, providing strategic leadership to ensure a smooth organizational transition.
* Contributed global business expertise to align teams, systems, and operations across regions, accelerating synergy realization and continuity.
* Strengthened international growth by leveraging cross-cultural communication skills, and global market insight, to support expansion initiatives.
* Enhanced operational strategy by applying international experience to streamline processes and support scalable, global business functions.

## CEO & Founder 1996 to 2002 DiscoveryCom

* Transformed a telecom OEM startup from $5K to $3.9M, securing clients like Hewlett-Packard, and earning Inc. 500 recognitions.
* Spearheaded market expansion and raised $3.55M, positioning the company for a $220M acquisition by Nokia.
* Created LoopMaster, a DSL provisioning tool that improved deployment and operational efficiency.
* Assembled a team from 9 to 25 employees, driving 83% revenue growth through R&D investments and key client wins, like MCI WorldCom.

# Accomplishments

* Grew DiscoveryCom from startup to telecom leader, resulting in a $220M acquisition by Nokia through strategic growth and innovation.
* Engineered the ApexEdge AI Gateway, integrating NVIDIA Jetson AI and Raspberry Pi 5 for real-time video analytics and AI-powered 5G RAN.
* Oversaw real estate projects on Lewis Smith Lake, transforming the area into a premier luxury destination for buyers and investors.
* Pioneered telecom solutions, driving revenue growth and expanding market share.

# Education

Marketing, Business, and Psychology

UNIVERSITY OF ALABAMA, BIRMINGHAM

# Certifications

Executive Programs in AI & Machine Learning (Ongoing)

5G & Edge Computing Executive Certification (Planned)

Cybersecurity Leadership & Zero Trust Architecture (Planned)

# Community Engagements

* Support local initiatives and charitable organizations, contributing to the well-being of North Alabama and Lewis Smith Lake communities.
* Mentor emerging leaders and entrepreneurs, promoting personal and professional growth through guidance and support.
* Engage in community projects that enhance the region’s social and economic development
* Offer mentorship to individuals seeking to develop leadership skills and advance their entrepreneurial goals.

# Featured In

“Telecom Grand Slam. Marty Roberson sells his $3.9 million revenue baby for $220 million.” Business Alabama Magazine, December 2000