

Marty Roberson

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Strategic Visionary | Innovation Architect | Market Expansion Leader
Driving Growth, Disruption, and Scalable Transformation Across Industries

Professional Biography,

Marty Roberson is a visionary executive whose career spans over 25 years of leading-edge innovation, strategic expansion, and transformative leadership across the telecom, AI, aerospace, advertising, and real estate sectors. Recognized for founding and scaling DiscoveryCom, a telecom OEM that grew from a \$5,000 startup into a \$3.9 million enterprise, ultimately acquired by Nokia for \$220 million, Roberson has built a reputation for converting ambitious ideas into scalable, market-defining realities.

Roberson's entrepreneurial DNA is matched by his ability to operate and lead at the highest levels of organizational strategy. At Nokia, he played an instrumental role in post-acquisition integration, aligning global systems, teams, and operational structures to accelerate synergy and business continuity. His ability to guide organizations through scale, transition, and global execution is a hallmark of his executive strength.

As Founder and Lead Innovator at OctoFlyer MM and RoadRunner Advertising, Roberson engineered patented technologies including the OctoFlyer MM drone platform for civil and defense applications, and the RoadRunner Carousel, a disruptive, motion-based advertising system. These products embody his core strength: identifying untapped opportunities in saturated markets and addressing them with practical, future-forward solutions built through R&D excellence.

Roberson's influence extends beyond technology and into real estate, where he led the development of luxury lakefront communities that elevated market standards while contributing to regional economic vitality. His projects demonstrate a rare blend of aesthetic vision, sustainable design, and commercial acumen, yielding strong financial returns and long-term value creation.

A lifelong learner and strategic futurist, Roberson is currently advancing his expertise through executive programs in artificial intelligence, machine learning, 5G, and cybersecurity, areas central to modern innovation ecosystems. He holds a multidisciplinary academic foundation in Marketing, Business, and Psychology from the University of Alabama at Birmingham, which has shaped his holistic approach to leadership, communication, and market behavior.

His approach to leadership is holistic and cross-functional, combining technical fluency with strategic foresight, operational excellence, and a relentless drive for meaningful impact.

Roberson's areas of influence include strategic leadership, business development, product innovation, global market expansion, operational transformation, AI integration, R&D management, and investor relations. He builds high-performance teams, navigates complex stakeholder environments, and crafts market strategies that position organizations at the forefront of their industries.

Marty Roberson stands at the intersection of innovation and execution, an executive leader who not only envisions what's next, but architects and delivers it with precision. As he steps into the Chief Innovation & Market Strategy Officer role, he brings a rare combination of entrepreneurial agility, global enterprise experience, and visionary strategy capable of unlocking exponential growth and sustainable competitive advantage.