

# Marty Roberson

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## Statement of Purpose,

The pursuit of innovation has been the central force of my professional journey, a journey that spans decades, industries, and paradigms. From founding a telecom startup with a \$5,000 investment and leading it to a \$220 million acquisition by Nokia, to engineering patented aerospace technologies and redefining regional real estate markets through design-led development, I have consistently turned vision into value. Applying for the Chief Innovation & Market Strategy Officer position is not merely a career move; it is a strategic alignment between my proven trajectory of pioneering outcomes and your organization's mission to lead through forward-thinking excellence.

Throughout my career, I have built companies, integrated technologies, and executed high-stakes strategies across sectors including telecom, AI, aerospace, advertising, and real estate. At the heart of each success lies a disciplined commitment to translating emerging opportunity into actionable, scalable solutions. As founder and CEO of DiscoveryCom, I engineered telecom products that reshaped broadband delivery and attracted high-profile clients like Hewlett-Packard and MCI WorldCom, culminating in industry recognition and a landmark acquisition. Post-acquisition, my executive leadership at Nokia focused on seamless global integration, strengthening cross-functional synergy, and accelerating operational alignment across international markets.

Innovation, to me, is not confined to ideation, it is rooted in execution. At OctoFlyer MM and RoadRunner Advertising, I led AI and engineering R&D to create groundbreaking products such as the OctoFlyer MM, a next-generation drone platform, and the RoadRunner Carousel, a reimagined advertising medium that revived and scaled a family business. These ventures reflect my core competency: recognizing unmet market needs and delivering sustainable, market-ready innovations that enhance user experience and drive commercial adoption.

My work in real estate development has been equally strategic. I executed luxury lakefront developments that not only delivered premium returns but also uplifted regional economic ecosystems. Whether leading high-stakes negotiations, optimizing operational strategy, or orchestrating cross-border growth, I have always fused creativity with commercial discipline to ensure long-term impact.

Today, as I pursue executive-level responsibilities in innovation and market strategy, I bring a unique fusion of entrepreneurial rigor, technological fluency, and strategic foresight. My current executive education in AI, machine learning, 5G, and cybersecurity reflects a proactive approach to staying ahead of the curve and ensuring relevance in a rapidly evolving landscape. I am as comfortable in the lab as I am in the boardroom, bridging vision with metrics, and product with market.

The Chief Innovation & Market Strategy Officer role represents the convergence of all that I stand for, leadership, transformation, and measurable innovation. I am confident that my breadth of experience, combined with a relentless drive to elevate organizational capability, makes me uniquely equipped to shape future-facing strategies that unlock value and position your enterprise at the vanguard of industry evolution.

I look forward to the opportunity to bring this experience, vision, and executional strength to your organization and to contribute meaningfully to its growth, resilience, and strategic future.

Best regards,  
Marty Roberson