

Rob Hickernell, MBA

Digital Marketing & AI Strategy Leader | Driving Growth Through Data, Innovation, and Technology

Rob Hickernell is a results-driven digital marketing and AI strategy executive with a proven track record of helping organizations transform their marketing performance and business operations through data, technology, and intelligent automation. With over two decades of experience leading high-impact digital initiatives across SaaS, healthcare, technology, and professional services, Rob has built a reputation for aligning marketing innovation with measurable business outcomes.

As **Local Strategist and Market President at Your Local Strategy**, Rob is leading expansion into local markets in the low country of South Carolina and coastal Georgia, helping local small and medium sized businesses with digital marketing, website and mobile strategy, and demand generation. From SEO, SEM, social media marketing, and email marketing, Rob can help SMBs optimize digital platforms and convert clicks into customers.

As **Founder and Chief Digital Strategist of Today Marketing Solutions**, Rob advises small and midsize businesses on digital transformation and AI adoption—helping leaders harness tools like ChatGPT, Jasper, and Canva to drive growth, streamline operations, and enhance customer engagement. He has also developed and delivered executive-level workshops and webinars that demystify AI's business impact and guide companies through the transition from traditional SEO to generative engine optimization (GEO).

Previously, Rob served as **Executive Vice President and Senior Associate of Digital Marketing and Client Services at OPEN MINDS**, where he led digital strategy and demand generation for B2B healthcare SaaS and pharmaceutical clients. His integrated campaigns across email, paid search, and social channels achieved a 450% increase in engagement and significant conversion growth.

Earlier in his career, as **Vice President of Digital Strategy at Live Oak Associates** and **Vice President of Product and Digital Marketing at AOL Search**, Rob directed multimillion-dollar marketing and analytics operations—driving over \$100M in new revenue through innovative media acquisition strategies and performance optimization. His leadership at AOL spanned partnerships with global brands like Google and Microsoft, overseeing P&L, marketing analytics, and product strategy for a \$300M business unit.

Rob holds an MBA in Marketing from the University of Baltimore's Merrick School of Business and a Bachelor of Science in Business Administration from Towson University. Known for his analytical mindset, collaborative leadership, and forward-looking approach to AI and digital transformation, Rob continues to help organizations bridge the gap between technology potential and business results.