

Robert Wray Baltimore, MD  
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## Summary

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Robert is a proven leader and entrepreneurial innovator with a demonstrated track record of commercializing businesses in highly competitive verticals such as healthcare technology, automotive electronics, ecommerce, and data science. By setting the vision, recruiting experts, leading, and scaling teams he has generated results which exceed expectations and industry benchmarks.

## Experience

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### ***WBX Commerce (Formerly Whitebox) - Baltimore, MD - grew zero to 500 employees***

***Founder, CEO, Board Observer - August 2013- to present***

*Creates ecommerce software and data science products for to direct to consumer brands*

Founded and led the company starting in August 2013. Led the vision, direction, and roadmap for ecommerce software startup product and service. Led stakeholders through many organizational changes including shifting from focusing on serving smaller companies to enterprise brands, offering new software products, and managing its own warehouse. Identified user needs of those brands to help them grow. Utilized a data-science driven approach to help brands make better advertising, logistics, and business decisions. Advised senior leaders and executive stakeholders to achieve organizational goals including growing to \$500M of annual product sales.

Led finances, product development, human resources, advertising, and operations then hired expert specialists for each of those roles as the company grew. Raised \$55M in venture capital and created hundreds of jobs in three states. WBX Commerce continues to grow and offer best-in-class ecommerce tools.

### ***Innovative Technology Consulting Corporation - Baltimore, MD - grew zero to 15 employees***

***Founder, CEO, Consulting Technologist - Jan 1997 – present***

*Provides SMB software, computer hardware and AI implementation services.*

Founded Innovative Technology in 1997 and established a roadmap for supporting information technology software and hardware infrastructure for hundreds of small and mid sized businesses with a focus on clinical medical facilities, including digital radiography and EMR (Electronic Medical Records). Worked as a technologist and CEO, then oversaw organizational change to empower employees to run the business. Currently consult for clients innovating in the fields of healthcare technology and artificial intelligence. Advise senior leadership within healthcare service providers to help them meet organizational objectives and deploy AI and other machine learning tools. Provide product leadership and a data-driven approach to build minimum viable products and rapidly test new solutions for clients. Advise clients' senior leadership on organizational changes required to deploy disruptive technology.

### ***mp3Car.com Baltimore, MD - grew zero to 30 employees***

***Founder, CEO - Dec 2001 – Dec 2017***

*Online community, automotive technology startup, and ecommerce site supporting automotive engineers*

Built an ecommerce business and internet community of 125,000 members who engineered and performed aftermarket technology installations in vehicles. mp3Car funded and launched satellite-connected automotive software which was used by enterprises such as Intel, Microsoft, BMW, Volkswagen, and Ford.

Set the initial vision, product roadmap, service roadmap and strategy for the company. Led the strategy and execution of an automotive software product which failed and generated an insolvent negative \$500,000 net equity. Recovered from this failed product by building new software and systems which quintupled revenue. Designed and executed international expansion to Europe and Asia. The systems built for this recovery generated the foundational ideas which later became Whitebox. Lectured on this failure and recovery here <https://youtu.be/HPa0Vhog7cs?t=22449>

### ***TED & TEDx - Doha, Qatar - 100 employees***

#### ***Actions Director - Feb 2012 - Aug 2012***

Planned and executed the Ideas to Actions segment of the TED & TEDx Global Summit, a gathering of 600 TEDx organizers from 100 countries. Organized resources from multiple global vendors on a tight timeline. Several of the projects started at the TED/TEDx Global Summit are still in action today.

### ***Governor Appointed Council Member On Open Data 2010-2014***

Worked with now Senate President Bill Ferguson and the legislature to set the vision for Senate Bill 644 which established the Council on Open Data. The Council is composed of 37 government, academic and private-sector leaders in Maryland.

### ***Martin O'Malley, Governor, Campaign Team - Baltimore, MD - 100 employees***

#### ***Director of Technology, Apr 2010 - Nov 2010***

*Martin O'Malley served as the 61st Governor of Maryland from 2007 to 2015. A large campaign team was built for the 2010 election.*

Led online internet strategy, vision, and roadmap as well as technology infrastructure to support campaign efforts. This included online advertising, technology infrastructure planning, mobile phone communications and advertising, digital video production, and social media strategy. O'Malley won the 2010 election by a larger margin than any incumbent Governor in the United States that cycle.

## **Education**

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### ***Babson F.W. Olin Graduate School of Business (Executive Leadership development, 10ksb, no credits) 2014***

Executive continuing education funded by Goldman Sachs and hosted by Babson College. We followed an abbreviated MBA curriculum in both online and in-person sessions.

### ***GBC The Leadership 2014***

The Greater Baltimore Committee's The LEADERship educates and connects leaders in the Baltimore area. Participated in seminars, discussions, and tours of local programs all focused on leaders dedicated to improving Baltimore.

## **Service**

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### **Johns Hopkins Technology Ventures - Baltimore, MD**

#### **Mentor - May 2023- Present**

Johns Hopkins Technology Ventures (JHTV) helps translate and commercialize academic research discoveries into technologies, products and services that benefit society. JHTV provides funding, licensing, incubation, corporate partnerships and other support for researchers, entrepreneurs and startups.

**Upsurgebaltimore.com - Baltimore, MD**

**Entrepreneur in residence - Mar 2023- Present**

UpSurge is an organization that promotes Equitech, a framework that values diversity and inclusion in the tech sector. It aims to create more high-growth companies, more quality jobs, and more pathways to opportunity for all of Baltimore.

Advise startup executives on leadership, vision, direction, roadmap and execution.

**Partners For Just Trade 5013c, St. Louis, MO**

**Board Director, Nov 2011 - Nov 2012**

Partners For Just Trade provided living wages to South American artists through imports and sales to the United States

As a board director, advised the leadership team on vision, direction, and roadmap to achieve organizational objectives.