

# ROB VILLENEUVE

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## OBJECTIVE:

To have a positive impact by leading with values. I build happy, inspired, and motivated companies through nurturing interpersonal relationships. I thrive in roles that evoke my entrepreneurial spirit, natural leadership ability, and collaborative instinct. I have a strong track record of success through leading, building, operating, and growing cloud based Software as a Service (SaaS) businesses and products.

## SUMMARY OF QUALIFICATIONS:

- 11 years leading a 50 person multi-million dollar company as CEO
- 20+ years as Technical Leader responsible for launch and growth of cloud/SaaS products
- Recognized for building strong cultures and highly effective loyal teams
- 9 years as a not-for-profit board director where I honed leadership, facilitation, and consensus building skills

## RECENT EXPERIENCE:

### Wicket.io

October 2021 - July 2023

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Chief Technology Officer

Reported to Owner

Wicket.io is a member data platform enabling associations to seamlessly share key member data between a suite of third-party SaaS tools. Wicket is a bootstrapped SaaS startup in the early growth stage.

### Accomplishments Include:

- Facilitated Leadership Team in refining strategic planning, operational planning, and accountability activities resulting in growth from 5 to 35 active customers and achieving the milestone of \$1M Annual Recurring Revenue.
- Rebuilt product development team from low eNPS, dissatisfaction, and unproductive behavior into a highly effective, happy, and resilient team. This increased engagement, achieved record high eNPS (+75), and won a Great Place to Work award.
- Lead the product team to automate, standardize, and focus on user self service service resulting in a 80% decrease in customer setup costs and timelines.
- Lead the Data Science team in launching a machine learning data quality and correction service resulting in a new revenue stream and a 3x reduction in data feedback cycles.
- Introduced Low-Code, Serverless, Event Streams, and IPaaS architectures reducing delivery time and complexity of new API interrogations from months to days.
- Introduced an integration developer partner program to enable third-party developers resulting in a 5x growth in API integrations launched per year.

## **Rebel.com**

January 2010 - October 2021

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Chief Executive Officer  
Reported to Owner

Rebel.com is a web host and domain registrar who creates simple tools to empower participation in the world's bravest communication space: the Internet. Rebel's 50+ staff served millions of registrations/subscriptions to 100,000+ customers.

### **Accomplishments Include:**

- Lead the Sr. Leadership team in rebuilding Rebel's identity & culture increasing employee engagement, improving anonymous employee Glassdoor review scores from 1/5 to 4.5/5, increasing staff retention, and winning a Great Place to Work Award.
- Introduced strategic planning, operational planning, and quarterly objectives reversing from 10% YoY revenue decline to 10% YoY revenue growth, and from negative net profit to net profit exceeding 15%.
- Lead the transformation to Modern Agile focusing on customer value and rapid experimentation resulting the launch of multiple profitable new products.
- Lead the 100% adoption of AWS Cloud resulting in increased productivity, reliability, security, and service SLA while reducing IT operational complexity.
- Lead the Customer Service team to achieve an exceptional level of support, achieving sub 1 minute wait times and over 85% first contact resolution. This lead to a 4.5 star customer rating, a +35 NPS score, positive customer testimonials, and was recognized with multiple customer service excellence awards.
- Developed supplier and partner relationships resulting in the launch of Rebel's largest co-marketing campaign.
- Actively engaged in industry policy development sessions and working groups in person at 25+ Internet Corporation for Assigned Names and Numbers (ICANN) conferences.

## **Canadian Internet Registration Authority**

October 2013 - October 2022

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Director  
Board of Directors

CIRA operates the .CA domain name registry on behalf of Canadians with 3,000,000 registered domains and \$30 million in revenue. A not-for-profit, CIRA is governed by a member elected Board of Directors.

### **Accomplishments Include:**

- Lead multiple ad-hoc committees of the board on topics ranging from strategic review, market opportunity, HR, financial, legal matters, and a crisis communication event
- Worked directly with CEO and Sr. Leadership to maximize board meeting effectiveness
- Earned a reputation for being thoughtful, collaborative, helpful consensus builder
- Elected Vice Chair of the Board
- Selected to chair the Community Investment Committee, HR Compensation and Review Committee, and Market Strategy Committee

## **OTHER WORK EXPERIENCE:**

**76 Design/Thornley Fallis Communications** May 2008 - January 2010  
Lead Software and Web Application Developer

**RaceDV Inc.** October 2006 - May 2008  
Co-Founder and Lead Software Application Developer

**Computar Inc.** September 2001 - October 2006  
Web Application Developer

## **RELEVANT AWARDS, TRAINING, AND OTHER EXPERIENCES**

- Ottawa Business Journal top 40 under 40
- 4+ years of CEO peer Group and Executive Coaching from TEC Canada
- Agile Leader, Coach, Product Owner, and certified Scrum Master.
- Presented and MC'd events with 1000's of attendees
- Guest on CBC Radio, Podcasts, and articles on entrepreneur.com, wework.com

## **EDUCATION:**

Bachelor of Computer Science (B.C.S.) with High Honours, Carleton University, 2004

## **ACTIVITIES AND INTERESTS:**

Family, friends, coaching, hockey, guitar, golf, skiing, biking, fitness training, 1/2 marathons