

RIJO JACOB ROBIN

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EXPERIENCE

Superior Graphite | Chicago, USA

Jan 2020 - Present

Group Product Manager

- Lead a global team, recruiting and training 4 employees, overseeing a \$90M carbonaceous material portfolio
- Develop and execute impactful business and marketing plans, utilizing data analysis and market insights for customer engagement and revenue acceleration
- Direct strategy, roadmaps, and life cycle management for increased sales by 20% and market share growth by 15% in oilfield and friction sectors
- Developed and executed a comprehensive lead generation strategy, resulting in a 30% increase in qualified leads and conducted sales training sessions on consultative selling techniques
- Advancing technical product strategies for energy materials, including Li-ion Anode, fuel cell bipolar plates, drilling, and performance additives for polymers
- Providing technical advisory support for procurement, production quality, and regulatory compliance teams, resulting in a 10% improvement in product quality and an 80% reduction in compliance issues
- Leading supplier development efforts for natural and synthetic graphite, calcined petroleum coke, achieving a 15-20% reduction in supply chain costs and a 50% increase in supplier reliability
- Leading cross-functional team in conducting Life Cycle Assessment (LCA) study, identifying sustainable product design and manufacturing practices, and implementing process improvements
- Collaborated with the finance team to analyze pricing structures, leveraging market data and customer insights to develop a dynamic pricing model that increased average order value by 15% and profitability
- Playing a key role in strategic initiatives for new product development, particularly in the field of lithium-ion anode materials, driving innovation and future growth

Technical Product Manager

Jan 2017 - Dec 2019

- Managed a cross-functional sales and marketing team of 10+ members to successfully launch a customer success program aimed at oilfield and polymer additives markets, boosting customer retention by 50% and increasing sales revenue by 15%
- Launched a new product in the oilfield market, achieving \$4M in sales, capturing a 5% market share, and improving profitability by 1.5x within two years
- Authored and presented influential technical white papers at renowned conferences, leading to a substantial 20% boost in brand awareness and a fourfold increase in sales inquiries across several applications
- Developed product-related content, doubling website traffic and improving lead quality by 10%
- Implemented a program management framework for product change administration process, reducing launch time by 4x and errors by 75%

Superior Graphite Deutschland GmbH | Hoeher-Grenzhausen, Germany

Nov 2014 - Dec 2016

Application Sales Engineer

- Orchestrated and executed product development initiatives for the polymer market, resulting in a 20% surge in sales revenue and a twofold enhancement in product quality through rigorous quality control and process optimization techniques
- Achieved 20% increase in sales revenue by implementing targeted sales strategies and conducting market research to identify customer pain points and offer customized solutions
- Exhibited comprehensive polymer tribology data at international industry conferences, driving a 50% surge in brand recognition and distinctiveness, and positioning as industry leaders
- Created a new graphite product compliant with EU food contact plastics regulation (EU) No 10/2011

SolviCore GmbH & Co. KG | Hanau, Germany

Nov 2013 - Sep 2014

Research Engineer (Industry Thesis)

- Implemented a PEM Fuel Cell polymer membrane chemical durability testing procedure, resulting in a significant reduction in testing variability resulted in enhanced understanding of polymer degradation, doubling product durability
- Collaborated in progressing the Design of Experiments and analytical methods, resulting in a \$20K reduction in experimental costs

EDUCATION

Northwestern University Evanston, IL, USA <i>Master of Engineering Management (MEM)</i> Part-time candidate	Expected Jun 2024
Bremerhaven University of Applied Sciences Bremerhaven, Germany <i>Master of Science (MSc) in Process Engineering and Energy Technology</i> Major in energy materials and materials science	Aug 2014
University of Kerala Thiruvananthapuram, India <i>Batchelor of Technology (BTech) in Biotechnology and Biochemical Engineering</i> Recipient of AICTE (All India Council for Technical Education) Tuition Fee Waiver Fellowship	Apr 2011

PROFESSIONAL VENTURES: EXTERNAL PROJECTS

Graphite LIB Anodes Study Northwestern University	Jun 2023 – Present
<ul style="list-style-type: none">• Evaluate synthetic and natural graphite for lithium-ion battery anodes, considering supply chain, pricing, and carbon footprint to inform strategic decision-making for sustainable energy solutions• Highlight the importance of transparent practices in Life Cycle Assessment (LCA) studies, emphasizing the need for accurate primary data to drive informed decision-making	
3HN Northwestern University, NuVention Energy	Jan 2023 – Jun 2023
<ul style="list-style-type: none">• Explored the green ammonia/green hydrogen industry, resulting in the identification of six potential business opportunities and a sizeable increase in industry knowledge• Researched green ammonia/green hydrogen tech, identifying 30% higher energy efficiency and 100% carbon emission reduction (carbon neutral) vs. traditional methods• Developed a business strategy and value proposition for a clean energy startup focused on promising technology, resulting in a projected annual revenue of \$30M and a 4% market share within 5 years• Crafted a detailed launch plan for the clean energy startup, including performance metrics, budget allocation, and timeline	
Venture Capital Practicum Northwestern University, Gen1Capital	Sep 2022 – Dec 2022
<ul style="list-style-type: none">• Identified and recommended new investment areas and technologies and conducted research on 50+ startups, resulting in 10 promising investment opportunities, with an estimated total valuation of \$20M• Collaborated with 5 founders to develop financial models and ran technical due diligence resulting in successful fundraising of \$0.5M for 2 startups• Orchestrated marketing initiatives for 2 portfolio companies, resulting in a 25% surge in customer acquisition; executed targeted campaigns and leveraged data-driven strategies for optimal ROI• Successfully presented investment recommendations to the investment committee, resulting in the approval of 75% of proposed investments	
Design Thinking Lab Northwestern University	Jan 2022 - Mar 2022
<ul style="list-style-type: none">• Steered design-based NPD in white spaces, utilizing open innovation and stage-gate process• Mapped the technical landscape and implementing agile product development, lean NPD, and quality execution	
BCG Climate & Sustainability Job Simulation Forage	Nov 2023-Dec 2023
<ul style="list-style-type: none">• Completed a carbon emissions analysis simulation for the Sustainability Team, using Excel to calculate baselines and comparing data from the CDP database for accuracy• Analyzed and recommended carbon reduction initiatives for an automotive client to achieve Net Zero, considering effective Scope 3 strategies• Adapted messaging strategies to address investor concerns, aligning with client's sustainability goals	