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## Experience

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### Leveraged Play

2017 – Present

Consulting firm creating bespoke games to help organizations explore the future

*Founder and CEO*

- Secured funding to design games focused on the future of work, climate change, content moderation, internet policy, and more
- Collaborators and funders include: Techdirt, Scout AI, Monash Uni., Santa Clara Uni., CKI
- Raised \$150,000 on Kickstarter to make a consumer friendly version of a CIA training game
- Designed and ran *Machine Learning President*, a simulation that explored the intersection of tech and politics, which was covered in the New Yorker

### Startup and Early Stage Consulting

2010 – Present

*Consultant and advisor to numerous early stage startups*

- Advised a conversational interface company through Apple's purchase of the company
- Designed, developed, and launched Democracy.io – a tool for finding and messaging representatives in US Congress; now run by the Electronic Frontier Foundation
- Advised a 'Fortune Global 500' company on investing in the rapid prototyping space
- Crafted Bitplay's corporate strategy and distilled it into a product roadmap
- Facilitated intensive prototyping and design thinking off-sites via Prototype Thinking Labs
- Advised startups on funding strategies, financial models, and pitch decks (including Gatsby, Escape Character, Conversant Labs, and Fulcrum)
- Facilitated strategy planning retreats for Avital Tours and other clients
- Designed UX / UI with multiple companies to increase customer acquisition and engagement
- Guest lectured at entrepreneurship academies in Delhi, Bangalore, and Kuala Lumpur

### Plethora

2016 – 2017

Manufacturing and rapid prototyping startup

*Business Operations and Strategy, Interim Head of Marketing*

- Guided company strategy and culture as a member of the leadership team, as the company scaled from 25 to 50 employees
- Devised and executed the marketing strategy across SEO, SEM, email, content, and PR leading to 30x growth in revenue
- Hired and trained the initial marketing, sales, and business development teams

### FactoryX

2015 – 2016

Venture foundry with the goal of spinning up new startups every 10 weeks

*Entrepreneur in Residence*

- Shepherded several potential startups through the prototyping and development phases
- Evaluated tech transfer opportunities with academic researchers
- Created internal tools for gathering user feedback and used them in regular user testing

### Meetings.io / Jive Software

2012 – 2013

Online video chat and collaboration tool, acquired by Jive Software November 2012

*Product Management and Corporate Development at Jive Software*

- Planned and led long-term strategic planning offsite meetings for top executives
- Researched acquisition and partnership targets and managed the post-acquisition integration
- Led product for Jive's Real-Time Communications team and established product roadmap

*COO at Meetings.io – Joined seed-stage startup as first hire to lead all aspects of the business*

- Led successful sale of company by developing and executing acquisition and negotiations strategy
- Synthesized long-term strategy and used it to develop the product roadmap
- Planned and executed on marketing and PR, grew the user base from 100k to 200k in 3 months
- Managed finance, accounting, and legal aspects of the company

## Education

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### Stanford Graduate School of Business (MBA)

2009 – 2011

- Affiliations include: Entrepreneurship, High Tech, and Venture Capital student clubs

### Washington University in St. Louis – Olin Business School (BSBA)

2005 – 2009

- Majors: Finance, Entrepreneurship, International Business