

# Robert Dough

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## Execution Focused Leader | Growth, Delivery & Operations

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Operator and business builder with 10+ years of experience driving growth and execution across spatial computing, emerging technology, experiential marketing, and complex program delivery.

Known for stepping into ambiguity, aligning teams, and taking ownership of outcomes. Works across leadership, sales, production and program management teams to ensure project requirements translate into real, effective execution.

## Experience

### **Evercoast**

New York City, NY (Remote)

*Volumetric capture company turning real-world video into spatial data.*

#### **Director of Business Development (October 2024 - Present)**

- Expanded company opportunities in new verticals such as Robotics, including a \$100k+ contract with the U.S. Air Force
- Secured and supported delivery of broadcast projects including CBS Sports for NFL and PGA production workflows
- Worked directly with engineering and product teams to translate highly technical workflows into clear, usable concepts for customers and partners
- Operated in a highly exploratory environment, testing use cases, validating opportunities and building a foundation for future commercial growth

### **Brightline Interactive**

Ashburn, VA (Remote)

*Immersive technology company focused on providing marketing campaigns for brands and agencies as well as training and simulation solutions for government customers.*

#### **EVP, Production and Partnerships (January 2022 - September 2024)**

- Led company-wide execution across experiential, digital and immersive training and simulation programs, aligning sales, production and leadership teams
- 60% reduction in internal costs and delivery timelines of key products by redesigning budget processes, templating production workflows and aligning internal teams around shared priorities
- Owned and expanded a \$1.2M+ VR training program with the FAA, leading client strategy, internal execution and long-term growth
- Shifted internal program management to Agile, improving team alignment and delivery consistency
- Represented the company at industry events, demos and partner engagements

### **Director of Strategic Partnerships / Account Director (May 2020 - January 2022)**

- Converted partnerships into revenue through structured agreements, MSA's and joint go-to-market efforts
- Led client accounts, project proposals, RFP responses and scopes of work
- Identified and launched new lines of business for digital fan engagement during COVID-19, stabilizing revenue and expanding customer base

### **Spark Medical Marketing**

Boca Raton, FL (Remote)

*Healthcare marketing company focused on automating and enhancing the B2C advertising follow up experience to enable doctor's offices to increase revenue.*

#### **Business Development Manager (August 2019 - March 2020)**

- Led go-to-market strategy and early commercialization of SparkConnect, a healthcare marketing automation platform
- Served as primary external representative at conferences, client meetings and speaking engagements
- Built internal training systems and processes to support platform scalability
- Helped shape product positioning based on customer feedback and platform usage data

### **sbExperiential**

Charlotte, NC (Remote)

*Experiential marketing agency focused on custom activations that bridge the gap between physical and digital to create positive brand impressions.*

#### **Senior Program Manager (January 2013 - August 2019)**

- Delivered 25+ experiential activations annually across sports, retail and brand environments ranging from \$20k-\$200k+
- Served as trusted on-site lead, responsible for execution, client communication and real-time problem solving
- Managed end-to-end program delivery including logistics, fabrication coordination, and technical set up
- Supported major campaigns for clients including the U.S. Olympic Committee, Coca-Cola, ESPN, Seattle Seahawks, Home Depot, Bank of America and the ESPYs
- Built a strong reputation as a reliable operator who consistently stepped into complex environments and ensured successful outcomes

## **Education**

University of North Carolina at Wilmington, B.A. Communication Studies, % 2010