



**Town of Arlington
Office of the Town Manager**

Adam W. Chapdelaine
Town Manager

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MEMORANDUM

DATE: August 28, 2019
TO: Board Members
SUBJECT: Appointment to the LGBTQIA + Rainbow Commission

This memo is to request the Board's approval of my appointment of Andy Robinson, Arlington, MA, to the LGBTQIA + Rainbow Commission, with a term expiration of 6/30/2022.


Town Manager

Andy Robinson

Solution Management and Product Marketing Professional
Greater Boston Area

Summary

Solution Management and Product Marketing professional with experience in marketing, solution management, enterprise software, cloud technology, consulting, and B2B products and services. Experience in both on-premise and cloud applications, helping customers in a variety of solution areas, including procurement, supply chain management, enterprise content management, product lifecycle management, collaboration tools, business portals, and mobile applications.

Interested in growing new product and service revenues with effective messaging, solution content, optimized customer experience, sales tools, and deal support, based on compelling value propositions and ROI models.

Prior experience and skills from a variety of positions, including management consulting, aerospace engineering, and continuous process improvement in the realms of design, manufacturing, quality assurance, and supplier management.

Experience

SAP Ariba

Senior Director, Content Strategy And Programs, Solution Management
October 2017 - Present
Greater Boston Area

Collaborate across Solution Managers, Product and Innovation product owners, Sales, Pre-sales, and Marketing to define & drive customer facing content to help fuel customer adoption, by helping them understand solution benefits and capabilities, not only for existing solutions, but to help keep pace with the steady stream of new innovations. Guide content strategy for our strategic event support, including SAP Ariba Live and SAPPHIRE NOW.

SAP

Contact

andy.rubinson@sis2.ignall.edu

www.linkedin.com/in/andyrobinson
(LinkedIn)
www.sap.com (Company)
www.sap.com/lines-of-business/procurement/index.epx (Company)
scn.sap.com/community/sourcing
(Company)

Top Skills

Product Marketing
Enterprise Software
Product Development

Content Marketing Director, SAP Events
July 2014 - September 2017 (3 years 3 months)
Burlington, MA

Continuing my Content Marketing role at Ariba, as part of the broader SAP Events team. I work with Marketing counterparts from Ariba, Fieldglass and recently acquired Concur, to promote the growing reach of SAP Business Networks' offerings. In addition to managing all breakout content, Ariba Broadcast Center and Person on the Street customer videos, and mobile app development and deployment for North American and European Ariba LIVE customer conferences, I have done the same for SuccessFactors' annual SuccessConnect customer conferences. I manage presentation content for a series of Ariba Commerce Summits, held in the fall in US, Europe, and Latin America. I also serve as the Business Networks Campus Content Strategy lead for SAP's 20,000+ attendee SAPPHIRE NOW customer event for 2015.

Ariba
Senior Content Marketing Manager
January 2013 - June 2014 (1 year 6 months)
Cambridge, MA

Back at Ariba following the SAP acquisition. Shifted to a new role, focused on customer-related content marketing, developing and curating customer cases and videos, facilitating customer event participation and coordination, and providing sales support and guidance on customer content across the full portfolio of Ariba solutions.

SAP
Director, Procurement Solutions Marketing
August 2012 - December 2012 (5 months)
Cambridge, MA

Solutions Marketing for SAP's Procurement solution set, focusing on Sourcing and Contract Lifecycle Management along with mobile solutions.

Akamai Technologies
Sr. Product Marketing Manager
July 2008 - June 2012 (4 years)
Cambridge, MA

Product Marketing for the Enterprise Cloud Division, focused on Application and Cloud Performance Solutions

- Lead Market Launch activities for new products and modules
- Position value in Cloud markets, including SaaS, IaaS, and PaaS

- Sales enablement, including communications, training, and tools
- Deal support
- Competitive positioning
- Marketing collateral
- Interface with Industry Marketing & Field Marketing
- Conference and field event support
- Marketing support for strategic partners, including IBM and Rackspace.
- Press and Analysts content creation and interviews

Ariba

Solutions Marketing Manager

April 2004 - July 2008 (4 years 4 months)

Manager in the Solutions Marketing group, focused on Ariba's Sourcing software and services. Formerly a member of the Consulting division, implementing Ariba software.

D.H. Brown Associates

PLM Analyst

February 2003 - April 2004 (1 year 3 months)

Studied the Product Lifecycle Management software industry including CAD and design collaboration tools. Produced technical reports and carried out consulting assignments.

PTC

Product Marketing Manager

2001 - 2001 (1 year)

Summer Internship between 1st and 2nd years of business school.

Education

Massachusetts Institute of Technology - Sloan School of Management

Master of Business Administration - MBA, New Product and Venture Development

University of Michigan College of Engineering

Bachelor of Science - BS, Aerospace, Aeronautical and Astronautical Engineering

Volunteer Experience



[Human Rights Campaign - www.hrc.org](http://www.hrc.org)

National Board of Governors, Boston Steering Committee

Dates volunteered - Jun 2007 – Oct 2014

Volunteer duration 7 yrs 5 mos

Member of the national Board of Governors, serving on Board Development Committee.

- Served as New England Co-Chair for Membership Outreach – Organized membership events, including family picnics, bowling, and concerts. Led membership recruitment efforts at local pride events across New England.
- Co-Chaired New England's Federal Club, HRC's major donor group – Responsible for courting new members to give at minimum level, planned social/political events to provide positive experiences for members.
- Co-Chaired the 2010 New England Gala Dinner, raising over \$300,000 – responsible for leading efforts in a variety of areas, including silent auction, guest speaker, venue, and volunteer coordination, along with co-leading planning meetings.
- Attended bi-annual Board of Governors meetings in Washington DC, coinciding with Lobby Days visiting MA senators and members of congress to request support of our key legislative goals.



MIT BGLATA

VP Membership

Dates volunteered - Sep 2004 – Jan 2010

Volunteer duration 5 yrs 5 mos

Board member of MIT LGBT Alumni group.

- Led member communications, managed Facebook group.
- Planned annual BGLATA Tech Reception, corresponding to graduation and reunion activities.
- Helped plan summer BGLATA events in Provincetown
- Planned alumni career panel for current students and alums to hear how successful people navigated being authentic in their careers, with varying degrees of being out.
- General board planning and meeting, recruiting of new members.

OFFICE OF THE SELECT BOARD

DIANE M. MAHON, CHAIR
DANIEL J. DUNN, VICE CHAIR
JOSEPH A. CURRO, JR.
JOHN V. HURD
STEPHEN W. DECOURCEY



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TOWN OF ARLINGTON
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September 6, 2019

Andy Rubinson
[REDACTED]
Arlington, MA 02476

Re: Appointment: LGBTQIA+ Rainbow Commission

Dear Mr. Rubinson:

As a matter of the standard appointment procedure, the Select Board requests that you attend a meeting of the Select Board at Town Hall, Select Board Chambers, 2nd Floor, 730 Massachusetts Avenue, on Monday, September 23rd at 7:15 p.m.

It is a requirement of the Select Board that you be present at this meeting. Your presence will give the Board an opportunity to meet and discuss matters with you about the area of activity in which you will be involved.

Please contact this office to confirm the date and time with Fran, Ashley, or Lauren at the above number.

Thank you.

Very truly yours,
SELECT BOARD

Marie A. Krepelka
Marie A. Krepelka
Board Administrator

MAK:ls