

Robinson Greig

rgreig@mba2020.hbs.edu | (845) 264-0419 | Cambridge, MA

Education

- 2018 - 2020 **Harvard Business School** **Boston, MA**
Master of Business Administration (MBA)
Outdoors Club Mt. Kilimanjaro Trek Lead, Real Estate Venture Competition Finalist
- 2009 - 2014 **Northeastern University** **Boston, MA**
Bachelor of Science, Mechanical Engineering, 3.8 GPA
Developed and taught a full-semester undergraduate course on design thinking. Co-op experiences in aerospace manufacturing, medical device design, and nanotechnology development.

Experience

- 2019 - 2019 **Indigo Agriculture** **Charlestown, MA**
Innovation MBA Intern
Indigo is a late-stage agtech company building tools for the full commodity crop supply chain.
 - Wireframed, prototyped, and developed a strategy for a new service for major CPG customers.
 - Authored monthly commodity reports using satellite data from our data science team.
- 2016 - 2018 **Undo Studio** **Cambridge, MA**
Founder
Product consulting to help early-stage startups rapidly prototype their ideas, reach product/market fit, and grow their businesses. Clients include ezCater, OwnUp, and ianacare.
 - ianacare: Wireframed, designed, and wrote requirements for new features to improve engagement.
 - ezCater: Led an SEO growth effort, designed/built microsities that doubled page 1 search rankings.
 - Launched several personal websites including a skilled volunteering platform (500 volunteers onboarded), a recipe collection tool (scraped 20,000+ recipes from 200+ websites), and travel guide service powered by locals (1,000 MAUs), and a toolkit for designers (250k website visits).
- 2016 - 2017 **Catalant Technologies (f.k.a. HourlyNerd)** **Boston, MA**
User Experience Designer
Catalant is a growth-stage startup that connects experts with companies for project-based work.
 - Conducted frequent user research and usability testing, established a pre-release quality assurance process, and setup a process to collect feedback from our enterprise sales team.
 - Co-led the design and front-end dev of a complete rebuild to support a new enterprise product.
- 2014 - 2016 **Ten Percent Happier (f.k.a. Change Collective)** **Boston, MA**
Head of Product and Growth (prev. Product Manager, Operations Manager)
Ten Percent Happier is a seed-stage startup that built the #3 meditation app in the app store.
 - Established the product roadmap, set user-centered KPIs, and managed the scrum process for an agile product team of developers and designers.
 - Brought our iOS app from concept to \$100k revenue and managed subsequent release cycles.
 - Designed and prototyped new product features. Conducted user research and guided two significant product pivots as we worked towards product/market fit.
 - Managed the company cash flow to extend seed financing by six additional months.

Community Ambassador for a small foundation that disperses \$5k grants to local non-profits. Volunteer technical and business support for small family farms.

Interests Enjoy hiking, distance running, and road trips (favorite trip: riding a Honda Win 1,600km across Vietnam). Continuing my family's third-generation pick-your-own apple and berry farm in New York.

Portfolio Product case studies available at www.robinsongreig.com