
MARTY ROBERSON

Crane Hill AL, USA | (256) 652-4886 | marty.roberson@protonmail.com

Professional Summary

Visionary executive with expertise in strategic leadership, business development, and cross-functional management across telecom, AI, aerospace, advertising, and real estate. Propelled startups, led R&D, and drove innovation to boost revenue, and expand markets. Built high-performing teams, executed global strategies, and delivered complex projects. Directed scaling, mergers, investor relations, and client acquisition, securing multimillion-dollar deals with firms like Hewlett-Packard. Proficient in AI integration, process optimization, and solutions like LoopMaster and OctoFlyer MM. Experienced in sustainable design and real estate development, aligning innovation with long-term growth. Founded and scaled a \$3.9M telecom company, leading it to a \$220M acquisition by Nokia, featured in Business Alabama as a landmark entrepreneurial success.

Skills

- | | |
|--------------------------------|----------------------------|
| • Strategic leadership | • AI Integration |
| • Business Development | • Client acquisition |
| • Market Expansion | • Startup scaling |
| • Revenue growth | • Mergers, Integration |
| • Product Innovation | • Team building |
| • R&D Management | • International Operations |
| • Technology commercialization | • Process Optimization |
| • Operational Strategy | • Real estate development |
| • Cross-Functional Management | • Sustainable Design |
| • Project Execution | • Investor relations |
-

Experience

Founder & Lead Innovator

2008 to Current

OctoFlyer MM & RoadRunner Advertising

- Led innovation across industries, managing AI and engineering R&D for solutions in advertising, aerospace, and emergency response.
- Built the OctoFlyer MM, an electric drone for manual and future autonomous use in rescue, defense, and civilian roles.
- Patented and launched the RoadRunner Carousel, a cost-friendly, revolving billboard that modernized a family sign business.
- Developed motion-based ad systems with durable materials to boost engagement, lower costs, and drive adoption.

Real Estate Development

2002 to 2008

Crane Hill Properties

- Designed and completed high-value developments, including Waterford and Windemere at Smith Lake, boosting regional growth and property value.
- Shifted from telecom to real estate, delivering two luxury condo projects in 17 months, showcasing adaptability and execution.
- Sold a \$10M lakefront condo with a 25% profit margin through strategic positioning and premium development.
- Boosted property value and appeal by applying sustainable building practices and long-term planning strategies

NOKIA

- Played a key role in Nokia's post-acquisition integration of DiscoveryCom, providing strategic leadership to ensure a smooth organizational transition.
- Contributed global business expertise to align teams, systems, and operations across regions, accelerating synergy realization and continuity.
- Strengthened international growth by leveraging cross-cultural communication skills, and global market insight, to support expansion initiatives.
- Enhanced operational strategy by applying international experience to streamline processes and support scalable, global business functions.

CEO & Founder**1996 to 2002****DiscoveryCom**

- Transformed a telecom OEM startup from \$5K to \$3.9M, securing clients like Hewlett-Packard, and earning Inc. 500 recognitions.
- Spearheaded market expansion and raised \$3.55M, positioning the company for a \$220M acquisition by Nokia.
- Created LoopMaster, a DSL provisioning tool that improved deployment and operational efficiency.
- Assembled a team from 9 to 25 employees, driving 83% revenue growth through R&D investments and key client wins, like MCI WorldCom.

Accomplishments

- Grew DiscoveryCom from startup to telecom leader, resulting in a \$220M acquisition by Nokia through strategic growth and innovation.
- Engineered the ApexEdge AI Gateway, integrating NVIDIA Jetson AI and Raspberry Pi 5 for real-time video analytics and AI-powered 5G RAN.
- Oversaw real estate projects on Lewis Smith Lake, transforming the area into a premier luxury destination for buyers and investors.
- Pioneered telecom solutions, driving revenue growth and expanding market share.

Education

Marketing, Business, and Psychology
UNIVERSITY OF ALABAMA, BIRMINGHAM

Certifications

Executive Programs in AI & Machine Learning (Ongoing)
5G & Edge Computing Executive Certification (Planned)
Cybersecurity Leadership & Zero Trust Architecture (Planned)

Community Engagements

- Support local initiatives and charitable organizations, contributing to the well-being of North Alabama and Lewis Smith Lake communities.
- Mentor emerging leaders and entrepreneurs, promoting personal and professional growth through guidance and support.
- Engage in community projects that enhance the region's social and economic development
- Offer mentorship to individuals seeking to develop leadership skills and advance their entrepreneurial goals.

Featured In

“Telecom Grand Slam. Marty Roberson sells his \$3.9 million revenue baby for \$220 million.” Business Alabama Magazine, December 2000