

Committee on Energy and Commerce

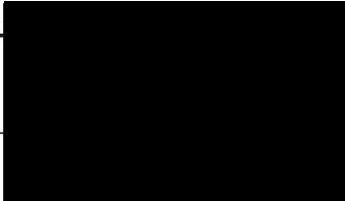
U.S. House of Representatives

Witness Disclosure Requirement - "Truth in Testimony"

Required by House Rule XI, Clause 2(g)(5)

1. Your Name: Rob Taylor		
2. Your Title: Co-Founder CEO		
3. The Entity(ies) You are Representing: Convey		
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No X
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2015. Only grants, contracts, or payments related to the subject matter of the hearing must be listed. N/A		
6. Please attach your curriculum vitae to your completed disclosure form. Attached		

Signature: _____



Date: 3/7/18

Rob Taylor

Co-Founder & CEO at Convey

Summary

Rob brings two decades of entrepreneurial and founding leadership experience from building numerous successful venture and IPO-funded startups. Most recently, Rob was the President of BlackLocus, a SaaS software company providing competitive price intelligence to large retailers and which was acquired by The Home Depot in late 2012. Prior to BlackLocus, Rob was the EVP & GM of TrueCar (Nasdaq: TRUE), the leading negotiation-free car buying and selling platform, where Rob built the consumer direct business from the ground up. TrueCar completed its IPO in mid-2014.

Experience

Co-Founder & CEO at Convey Inc

December 2014 - Present

Convey is the first enterprise solution focused exclusively on the end-to-end retail customer delivery experience. Our mission is to help retailers delight and retain their customers by powering personalized, intelligent fulfillment experiences. Convey is venture-backed by Silverton Partners and Techstars Ventures and headquartered in Austin, TX.

Mentor at TechStars

July 2013 - Present

The #1 startup accelerator in the world. We invest \$118K in each company we fund through \$18K in seed funding and an optional \$100K convertible debt note. Techstars itself is backed by over 75 different venture capital firms and angel investors who are vested in their success. We also provide three months of intensive top-notch mentorship, incredible perks, and the chance to pitch to angel investors and venture capitalists at the end of the program. Our companies average over \$1.4M in outside venture capital raised after leaving Techstars.

Partner & Mentor at Capital Factory

April 2013 - Present

Capital Factory's mission is to identify and nurture capital efficient technology startups in Austin, Texas. We help people quit their jobs and become entrepreneurs. At Capital Factory, you will meet your co-founder, first employee, mentor, press or investor. You'll sharpen your skills and up your game. You'll be surrounded by other entrepreneurs going through the same challenges you are.

President & GM, BlackLocus (Home Depot Innovation Lab) at The Home Depot

December 2012 - November 2014

President at BlackLocus

October 2011 - December 2012

BlackLocus (acquired by The Home Depot in 2012) provides Pricing and Assortment intelligence and insight for online and multi-channel retailers. Our SaaS machine learning technology accurately matches specific products and their pricing across the web, enabling pricing and assortment optimization based on the ever-dynamic competitive landscape. We sit at the intersection of Analytics, Big Data and Ecommerce. In December 2012, BlackLocus was acquired and became "A Home Depot Innovation Lab", still located in Austin, TX.

COO, EVP & GM at TrueCar, Inc.

February 2008 - August 2011 (3 years 7 months)

TrueCar (NASDAQ: TRUE) is reinventing how cars are bought and sold. We bring transparency and inspire price confidence by showing you what others paid for the same vehicle in your local area, then present upfront, guaranteed pricing from specific dealers in your area. Responsible for consumer direct division (www.truecar.com) P&L, operations, technology, talent acquisition, product development, data analytics and customer acquisition.

COO at Pricelock

June 2006 - February 2008 (1 year 9 months)

Pricelock is an emerging, venture-backed (Artiman Ventures, Goldman Sachs) company that protects business fleets against upward movement and volatility in gas prices by allowing fleets to lock-in a price for fuel and redeem that fuel at any retail gas station across the country.

President

March 2002 - June 2006 (4 years 4 months)

Consultancy focused on building and developing early stage businesses. Concept and product development, capital formation, scaling team and operations.

Director, Emerging Markets at HSBC (Household Credit Services)

March 2002 - October 2002 (8 months)

Development of new division to launch a bilingual credit card product. Led distribution Business Development and Marketing. Launched on-time, under-budget.

President & COO at Quepasa Corporation

March 1999 - March 2002 (3 years 1 month)

IPO execution, rapid growth, operational infrastructure, 3 acquisitions, 50 partnerships, successful branding/acquisition/retention program development, strategic equity investment negotiation, cost reduction execution

Senior Consultant at Computer Sciences Corporation

June 1996 - March 1999 (2 years 10 months)

Operational Excellence & Strategy Consulting to Automotive, Telecommunications and Public Utility industries

Senior Industrial Engineer at Michelin Tire Corporation January 1992 - August 1995 Manufacturing cost reductions and operational efficiencies, plant management.

Education

Northwestern University

MEM, Engineering Management, 1995 - 1997

Northwestern University - Kellogg School of Management

MBA, Finance, Marketing, Organizational Behavior, 1995 - 1997

Virginia Polytechnic Institute and State University

BS, Industrial & Systems Engineering, 1987 - 1991
