# Rob Steven Williams

## Chief Brand & Growth Officer | AI Brand Governance & Crisis Communications

Helping founders and companies build, scale, and govern their brand for the AI era.

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### SUMMARY

Serial founder and brand, growth, and communications executive with three decades in product management, marketing, and creative technology across startups, entertainment, consumer brands, enterprise technology, and regulated industries. Owner of the digital agency PopTech Studio and founder of Prism IO™, the Brand Identity Operating System™.

### WHAT I DO

**Brand Identity & Governance → Customer & ICP Intelligence → Positioning & Messaging → Storytelling → Video Production → Go-to-Market → Systems & Infrastructure**

Across my career the technologies kept changing, but the underlying challenge never did: how do you make the identity, value, and story of a company clear enough that people *and machines* can understand it, repeat it, and act on it consistently? For decades, people carried that brand context in their heads. Today AI models, agents, and workflows have become active interpreters of the brand, and the software itself requires that context.

Prism IO™ turns traditional brand guidelines into machine-readable brand systems and infrastructure, so teams can communicate and create content across AI, agents, workflows, and customer touchpoints at scale that is unmistakably theirs. My work consistently integrates data, design, and operational execution into systems with the goal to build customer value, trust, and drive company revenue.

I work alongside founders, CEOs, CMOs, and leadership teams to:

- Clarify brand identity and positioning
- Define customers, ICPs, motivations, and decision drivers
- Sharpen messaging and storytelling
- Align brand, GTM, and customer experience
- Govern voice and messaging across teams, channels, and AI
- Evolve the brand system as the business changes

### SELECTED HIGHLIGHTS

**60%+**
Revenue growth at Corelis over a six-year tenure; acquired in 2023

**Patent pending**
Provisional filing for Prism IO™ brand identity modeling and enforcement, April 2026

**4 acquisitions**
Advisory and leadership roles at Corelis, 3DX, HotClickVideo, and Model BLVD, each later acquired

**60+ artists**
Campaigns and live events with Snoop Dogg, Pitbull, Linkin Park, Wu-Tang Clan, and more

### CORE EXPERTISE

**BRAND**
Brand architecture, identity systems, positioning, storytelling, messaging architecture, video production

**GO-TO-MARKET**
GTM strategy, customer & ICP intelligence, product management, demand generation, product & channel marketing

**AI & GOVERNANCE**

AI brand governance, crisis communication governance, GRC, machine-readable brand systems, API & MCP distribution

**LEADERSHIP**

Enterprise marketing, digital transformation, partnerships, fundraising, board & advisory

## INDUSTRIES

Executed across the full product lifecycle in:

**TECHNOLOGY & SAAS**

Electronics, software, IoT, AI, automation

**CONSUMER & LIFESTYLE**

Fashion, sports, action sports, hospitality, retail, CPG

**HEALTHCARE & INDUSTRIAL**

Medical, dental, aerospace, military, automotive, industrial

**ENTERTAINMENT & MEDIA**

Film, television, music, streaming, live broadcast

## EXPERIENCE

### Prism IO™

Sep 2024 to Present

**Founder & CEO · Inventor, Brand Identity Operating System™**

Long Beach, California

Founded Prism IO™, the Brand Identity Operating System™ for the AI era, after watching the same brand problem repeat across companies and industries: the guidelines existed, but the identity did not travel with the work. Generative AI amplified that gap by turning models, agents, applications, and workflows into additional interpreters of the brand. Prism IO™ models brand identity as structured, machine-readable intelligence that can be governed and distributed across authorized AI environments.

- **Brand System Architect™:** the modeling engine for constructing structured brand identity
- **BrandOS™:** the governance and enforcement layer
- **API and MCP distribution** for authorized AI environments
- Brand identity scoring, drift detection, review, audit, and governance capabilities
- **Crisis communication governance, QRFup** (military and veteran peer support and crisis-response nonprofit): built a governed voice system in 45 days across 12 coordinators, 40 volunteers, and 9 channels, with a three-tier crisis severity protocol and human verification on every crisis script
- Patent-pending provisional filing: *"Systems and Methods for Modeling, Orchestrating, and Enforcing Brand Identity Across Distributed Artificial Intelligence Platforms"* (filed April 7, 2026)

### PopTech Studio

Aug 2014 to Present

**Founder & CEO · Brand Systems, Storytelling, GTM & AI Strategy**

Los Angeles, California

Operating studio helping startups, growth-stage companies, and established organizations turn complex ideas into clearer brands, stories, customer experiences, and go-to-market systems. The studio combines brand strategy, customer psychology, creative, video production, digital experience, marketing technology, and GTM execution. Much of the methodology developed here became the foundation of Prism IO™, and the studio remains a live environment where those frameworks are applied, tested, and refined.

- Brand systems and positioning
- Storytelling and messaging architecture
- GTM strategy
- Customer and ICP intelligence
- Digital experience and marketing systems
- AI strategy, governance, and advisory

### Corelis Inc.

Sep 2018 to Aug 2024

**Head of Global Marketing & Digital Content**

Los Angeles, California

Led global marketing and digital strategy for an embedded test and verification technology company serving high-reliability industries, shifting the company from feature-led engineering communication to value propositions enterprise buyers could quickly understand and act on.

- Rebuilt the company narrative and go-to-market positioning
- Translated boundary scan, embedded instrumentation, and firmware programming into executive-level business value
- Developed industry-specific GTM strategies across aerospace, defense, automotive, medical, industrial, consumer electronics, and IoT
- Led brand, demand generation, product marketing, lifecycle marketing, content, and digital strategy; supported enterprise targeting across major global accounts
- Led digital transformation across the website, customer experience, marketing automation, content operations, and Salesforce infrastructure
- Expanded partner, channel, and international marketing programs
- **Revenue grew more than 60% during my tenure; Corelis was acquired in 2023**

### 3DX

Apr 2010 to Feb 2014

**Business Development Officer · Advisory Board Member**

Santa Monica, California

Worked with the founder around the patented Phantaglyphs® “PopUp 3D” technology: clarifying the category and commercial narrative, building the GTM strategy, and translating the technology into entertainment and marketing applications. The company was subsequently acquired.

- Developed positioning and GTM materials; built strategic partner and enterprise sales pipelines
- Secured relationships including Marvel, Sony Pictures, and Anonymous Content
- Supported promotional work for *The Green Hornet*, *The Smurfs*, and *Priest* across mobile, web, video, and print

### HotClickVideo Worldwide, Inc.

May 2011 to Dec 2011

**Member, Board of Advisors**

El Segundo, California

Advised an interactive video company on positioning, product strategy, go-to-market, partnerships, and enterprise narrative in the period preceding its acquisition by Cinsay, Inc.

### Independent Video Show

Jan 2004 to Dec 2011

**Live Broadcast Producer**

Los Angeles, California

Produced 50+ celebrity interviews, live broadcasts, and interactive digital events featuring Snoop Dogg, Nipsey Hussle, George Clinton, Lil Jon, Nelly, Ne-Yo, Pitbull, and others, at the intersection of entertainment, early streaming, and audience participation.

- Early live internet broadcasts with integrated audience chat; collaboration with Justin.tv (later Twitch)
- North American distribution across IPTV, mobile, and DirecTV, plus international syndication
- Sponsor development and entertainment partnerships

## CAMPAIGNS & CLIENTS

**Artists & Music.** Directed and delivered marketing campaigns, celebrity chat rooms, ambassador endorsements, product influencer initiatives, and live broadcast events for 60+ artists including Miguel, George Clinton, Lil Jon, Nelly, Ne-Yo, Nipsey Hussle, Pitbull, Snoop Dogg, Too Short, Linkin Park, Limp Bizkit, Xzibit, Smash Mouth, Wu-Tang Clan, and Ying Yang Twins. Produced Pink's first online celebrity chat and Dr. Dre's first online chat room for the release of *2001*.

**Global Brands.** Projects for Marvel, HP / Envy / Beats by Dre, Warner Bros., Panasonic, Vans Warped Tour, Sony Pictures, Anonymous Content, Nike, Best Western, Shop.com, Nestlé, DirecTV, Havoc TV, and WorldStarHipHop.

**Sports & Culture.** Initiatives with Nirve Sports, Lionel Messi, Cristiano Ronaldo, Neymar, John Starks, Marco Fabian, Dwight Howard, Metta World Peace, Akon, and others.

**Media & Innovation.** Produced campaigns and projects for Justin.tv (now Twitch), the feature films *The Green Hornet*, *The Smurfs*, and *Priest*, plus *Gravity UI* (the movie).

## EARLIER CAREER

### Conectados, Inc.
Feb 2006 to Feb 2008

**Co-Founder · Marina del Rey, California**

Co-founded Conectados.com, a leading Spanish-language social network in Latin America, launched October 2006.

### The iFirm, Inc.
Jan 2001 to Aug 2005

**Co-Founder · Product Inventor (TV Desktop & iMessenger) · Marina del Rey, California**

Co-founded a digital agency and invented TV Desktop and iMessenger, branded rich-media applications for streaming content, direct communication, and customer engagement. Led product concept, brand strategy, GTM, sales, creative, and production for clients including Warner Bros. Records, Panasonic, Molina Healthcare, TVT Records / Lil Jon, and Vans Warped Tour.

### Nirve Sports, Ltd.
Jan 1999 to Jun 2001

**Head of Marketing & Digital Media · Beverly Hills, California**

Led early digital marketing, e-commerce, content, product launches, athlete relationships, and growth strategy across bike, surf, skate, snow, and water categories, connecting content, commerce, acquisition, and performance measurement while those disciplines were still emerging.

### Boomshaka Music Online
Nov 1994 to Dec 1998

**Founder · Redondo Beach, California**

Founded one of the early online music and entertainment destinations, combining editorial, artist interviews, live celebrity chats, audio previews, and community features. It is where my career at the intersection of technology, storytelling, culture, and audience began, with a question that has followed me ever since: *how do you use new technology to connect artists, story, and fans?*

## EDUCATION

**UCLA** · Business and Management, Music — 1994 to 2019

**American InterContinental University** · A.A., Business Administration, with Honors — 2003 to 2005

## CERTIFICATIONS

Social Media Management · Inclusive Leadership: The Power of Workplace Diversity · Introduction to Social Media Marketing · Fundamentals of Social Media Advertising

**Your Brand. One Voice. Everywhere.™**