



# Robin Schaffer

[www.schafferAR.com](http://www.schafferAR.com)

908.421.5315

## Analyst Relations expert at your service

- Trusted partner and value-added collaborator
- Innovative, pragmatic, energetic and uniquely talented executive
- Long record of building high-impact programs and achieving fast results
- Strong domain expertise in contact center, ERP, and data & analytics

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## Analyst Relations infused with:

- Content Marketing
- Sales Enablement
- Business Strategy
- Customer Advocacy
- Messaging
- Event Management

## Testimonials

*“Highly independent yet transparent, smart and very experienced.”*

Anders Lif, Marketing VP

*“Creates analyst relations programs that are proactive, strategic and steady.”*

Duncan Chapple, AR Expert

[More](#)

## Education

Bachelor of Arts  
William Paterson University  
*Summa Cum Laude*

## Experience

Schaffer AR, *Rockaway, NJ* 6/2020-present

### Principal AR Consultant

Providing services to build, consult on, and manage AR programs.

Collibra, *New York, NY* 8/2019-06/2020

### Analyst Relations Director

- Built relationships with the influential analysts to shape sales, marketing, and product strategies and achieve business goals.
- Dramatically improved analysts' perception of the company.
- Coached sales team to leverage analysts in “must win” deals.

Unit4, *Utrecht, The Netherlands* 11/2014-8/2019

### Strategic Relations Director

- Established and built AR program, including strategy, objectives, and execution; trusted advisor to C-Suite executives on company-wide plans.
- Drove sales and product adoption through analyst engagement.
- Led highly-rated analyst events and grew company awareness 3x, while growing perception ratings 15%.
- Strengthened customer relationships with a dedicated advocacy program; created compelling new ways to convey customer impact.
- Managed strategic alliance with Microsoft.
- Created and launched company-wide innovation program.

NICE Systems, *Ranana, Israel* 4/2004-11/2014

### Analyst Relations, Marketing Communications and Alliances Director

- Established AR program and elevated perception by 18%.
- Generated 1400 leads, 40+ opportunities, and \$30M revenue leveraging AR.
- Led marketing messaging strategy, public relations, sales content development, user groups, and customer advisory panel; orchestrated large-scale events.
- Managed strategic alliance with SAS Institute.

AT&T, *Bridgewater, NJ* 1/1992-4/2004

### Strategic Marketing and Marketing Communications Director

- Led vertical industry program for financial services, retail, and media industries; initiated knowledge management program for over 2,000 associates in sales, product technical, customer care, and operations.
- Supported 5,000 associates on sales tools and training, sales campaigns, marketing collateral, and customer events.