ROB GREENLEE

Media and Creator Platforms Executive

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EXECUTIVE PROFILE

Media executive building creator platforms, commercial partnerships and content businesses. Leadership and spokesperson roles at Microsoft Zune, Libsyn, Spreaker/Voxnest and PodcastOne. Combines platform strategy, licensing and monetization with hands-on Codex and AI development.

Open to full-time, fractional and advisory opportunities. Focus: strategic partnerships and business development; content, licensing and distribution; creator platforms and AI media strategy.

CURRENT LEADERSHIP & RECENT EXPERIENCE

TRUST FACTOR LAB | January 2026 - Present

Principal Corporate Advisor and Founder

Renamed from Spoken Life Media (2024 - 2025) in January 2026. Built and deployed TrustFactorLab.com with Codex, GitHub, Render and Supabase. Advise creator, AI media and streaming businesses on go-to-market strategy, partnerships, positioning and executive communications. Founded Adore Creator Network and lead M3Linked.com's Trust Creator Community.

NEW MEDIA SHOW | 2013 - Present

Executive Producer and Host | Independent Media

Produced and hosted 690+ New Media Show episodes for YouTube and podcast platforms, interviewing executives and founders about AI, distribution and monetization. Recent guests include Descript CEO Laura Burkhauser, former VidCon CEO Jim Louderback and Podnews editor James Cridland. Modernize NewMediaShow.com with Codex and AI across publishing, audio/video presentation, search discovery, social video and the audience newsletter.

PODCAST HALL OF FAME | 2022 - Present

Board Chair

Lead governance, sponsors, partnerships and event programming. 2017 Podcast Hall of Fame Inductee. Developed a new platform with Codex and AI, including inductee profiles, ceremony archives and an industry directory, through staged review. Ceremonies have honored inductees Marc Maron, Adam Carolla, Dan Carlin and PRX CEO Kerri Hoffman, with emcees including Dr. Drew, John R. Miles and John Lee Dumas.

STREAMYARD | 2023 - 2024

Creator Partner and Live Video Strategy Advisor | Advisory Engagement

Hosted Podcast Tips with Rob Greenlee on StreamYard's social channels; advised product and marketing strategy and delivered audio/video education.

PODBEAN | December 2022 - March 2023

Senior Vice President, Content and Partnerships

Led global creator relations, commercial partnerships and brand development for a hosting, distribution and advertising technology platform.

ROB GREENLEE | EXPERIENCE

LIBERATED SYNDICATION (LIBSYN) | May 2019 - December 2022

Vice President, Content and Partnerships

Developed Headliner and Canva partnership deals for podcast video promotion and artwork design. Advanced hosting, programmatic advertising, dynamic ad insertion and global distribution; managed relationships across Libsyn Pro and AdvertiseCast.

SPREAKER / VOXNEST | April 2015 - April 2019

Head of Content; Head of Partnerships; Vice President, Podcaster Relations

Spreaker's first U.S. employee. Built publisher, advertising and creator networks supporting U.S. expansion and Voxnest's growth.

PODCASTONE | January 2014 - April 2015

Executive Vice President and Chief Technology Officer

Led technology, distribution and advertising systems as monthly episode downloads grew from 100 million to 150 million. Managed apps, vendors, budgets and talent operations.

MICROSOFT | October 2007 - 2014

Business Manager, Podcasts Marketplace / Zune Podcast and Video Lead

Led major-network TV acquisition for the 800+ episode Zune TV Marketplace launch with NBC Universal, Viacom and ABC/Disney; store revenue exceeded $40,000 weekly. Scaled the podcast catalog from 500 to 36,000+ shows across Zune, Windows Media Center and Windows Phone. Produced Zune Insider and Zune Arts audio/video; Zune Insider reached 2 million downloads in 24 months.

MELODEO / MOBILCAST | November 2005 - August 2007

Senior Marketing Manager, Online and Mobile Content

Led mobile podcast marketing and a five-person European editorial team. Content catalogs generated $1 million in carrier revenue.

INDUSTRY LEADERSHIP & SELECTED INNOVATION

The Podcast Academy: founding board member and first Chairperson; board service from 2020 to 2023, including service as Treasurer. Named to Inside Radio's 2020 Podcast Power Players list.

Built FloridaJuice.com, Florida Citrus's first website; co-developed the Guinness-recognized World's Largest Glass of Orange Juice with engineer David Johnson. Negotiated a Snapfish supply agreement adding $500,000 in first-year sales. Founded WebTalk World Radio Show, reaching more than one million monthly listeners.

EDUCATION & TECHNOLOGY

Pacific Lutheran University | Bachelor of Business Administration, Marketing Management

Codex, GitHub, Render, Supabase, WordPress, StreamYard, Descript, vidIQ; RSS and podcast platforms; Google Workspace and CRM.