



Jon Robinson

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Profile

I am a seasoned QA & Test Automation executive with 18 years of global experience in driving organizational growth. Throughout my career, I have successfully led and developed teams and processes for quality assurance, test automation, software development, marketing, and customer experience. My expertise lies in strategic planning, product fit, and organizational readiness, enabling me to ensure that companies are well-prepared and capable of achieving optimal growth. Whether navigating rapid expansion or steady progress, I have used the invaluable insights learned during my career to build high-performing teams and departments.

My Career

12/2018 – 05/2023 LONDON, UNITED KINGDOM

Head of US Provar Testing

- Cultivated a strong Community of employees, users, and champions through online and physical events, and social media platforms (Twitter, Facebook, Instagram, LinkedIn)
- Established and enhanced an education and training platform for tactical and strategic QA and test automation, resulting in 120 new users, 300 course completions, and 60 certifications per month within a span of less than 2 years
- Developed a cutting-edge QA Strategy Workshop offering for customers and prospects seeking to optimize their QA and testing teams
- Successfully launched the US Office for a London-based test automation platform, achieving a workforce of 30 full-time employees within 2 years
- Acquired new Annual Recurring Revenue (ARR) of \$1.8 million within the first 12 months of launching Provar US, oversaw a portfolio of 100+ accounts in the US (\$3.7 million ARR), and increased client retention from approximately 60% to 79%

My Career

02/2017 – 02/2020 FRANKLIN, TN, UNITED STATES

Owner / Executive Consultant The QA Consultancy

- Conducted strategic technology-based assessments to evaluate existing QA & testing processes and departments
- Collaborated with clients to analyze their current state and future goals, and developed strategies to bridge the gap in Quality improvement
- Assisted organizations in formulating comprehensive QA and test automation strategies, and facilitated the establishment of specialized teams for successful implementation
- Defined optimized workflows and processes to enhance execution efficiency and scalability at individual, team, and department levels
- Collaborated with HR departments and hiring managers to refine hiring processes

07/2015 – 06/2017 GOLDEN, CO, UNITED STATES

Director of QA HomeAdvisor

- Oversaw a QA organization of 26 people across 16 development teams
- Was responsible for our release process, including scheduling, resource planning, risk management, and audit oversight
- Defined and built a new JIRA-based development workflow that tracked all phases of our development progress
- Implemented a risk-based testing approach that still allowed for a 2-week release cycle while reducing production downtime
- Created a QA-based meetup that grew to ~100 people in just 4 months
- Consolidated 5 different automation tracks across 16 different delivery teams down to a single delivery stream, with standardized automation tooling and processes across all teams

My Career

12/2013 – 07/2015 FRANKLIN, UNITED STATES

Automation/E2E Manager MEDHOST

- Managed a team of 28 automation and end-to-end testers located in Nashville, India, and Ukraine
- Provided final recommendations on release readiness for all applications within the enterprise software suite
- Led the implementation of an automation framework enabling the execution of a single script across desktop and mobile web platforms, both on device and in simulators
- Defined and implemented a self-service test data framework, saving 30 man hours per day
- Led the definition of MEDHOST's end-to-end test processes and stages, ensuring comprehensive testing and integration from patient admission to web portal display
- Established a process for testing and certifying new hardware components for compatibility with the software suite

06/2012 – 12/2013 KNOXVILLE, UNITED STATES

Software QA Lead Scripps Networks

- Led all QA activities for the Adobe CQ5-based CMS platform (powers foodnetwork.com, hgtv.com, etc.)
- Established and managed an internal UAT group to ensure delivery of relevant features in releases
- Acted as the lead JIRA admin, overseeing workflow creation, user maintenance, and general customizations
- Oversaw all areas of QA for the CMS platform, including Functional, Performance, System/Integration, UAT & Automation testing
- Designed and developed comprehensive test plans for different stages of testing
- Orchestrated schedules for the QA team, aligning them with the overall development schedule





09/2011 – 06/2012 BOULDER, UNITED STATES

Director, Quality Silver Chalice






- Oversaw quality assurance and testing for a portfolio of 100+ mobile apps in the Android, Apple, and RIM app stores for a leading mobile app development company
- Utilized Omniture platform to measure and analyze key performance indicators (KPIs), resulting in enhanced product positioning in the market
- Designed and implemented an efficient issue and process management system utilizing JIRA, based on industry-standard Agile/SCRUM methodologies
- Developed and implemented a mobile device management system, facilitating easy tracking of 40+ mobile devices and integration with user management system
- Created and implemented a comprehensive test plan management system that seamlessly tied into the issue system (JIRA), allowing for efficient and reproducible tests directly associated with our projects

Skills

- QA & TESTING

QA Strategy 
Test Automation 
Test Planning and Strategy 
Stakeholder Management 

- LEADERSHIP

Relationship Management 
Talent Identification 
Employee Retention 
Coaching/Mentoring 
Multinational Teams 

Certificates

11/2009

Applied Agile Testing ProtoTest

Volunteering

07/2017 – PRESENT NASHVILLE, UNITED STATES

Advisor Nashville Entrepreneur Center

07/2021 – PRESENT NASHVILLE, UNITED STATES

USF Digital Marketing Steering Committee Member University of South Florida

07/2017 – 06/2022 NASHVILLE, UNITED STATES

Mentor in Residence The Wond'ry - Vanderbilt University

03/2016 – 06/2017 DENVER, UNITED STATES

Mentor Denver Public Schools CareerConnect Program

Education

Computer Science Ohio State University

Business Administration Heidelberg College