Mitch Robinson

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EXPERIENCE

Camelot Lottery Solutions (IL Lottery), Chicago, IL March 2020 - Present
Sr Manager, Strategy

- Manage commercial turnaround initiatives across product development, retail operations, and digital growth, working directly with the Chief Commercial Officer and CEO; achieved over 4x growth in digital revenue over 24 months, which contributed to the eventual sale of Camelot to Allwyn in March 2023.
- Own the go-to-market strategy and sales outcomes for the US New Business Team, working with the CTO and VP of Product on selling digital lottery games to other North American lotteries.
- Created an internal operating and planning cadence, including the rollout of a multi-year OKR framework and reporting structure, that led to consecutive record sales years for the Illinois Lottery, producing over $3.35 billion in annual topline revenue at the end of FY22.
- Lead strategy for large portions of quarterly board meetings, monthly executive planning sessions and all-hands communications; authored the FY21 and FY22 business plans.

Italic, Los Angeles, CA Sept 2018 - Aug 2019
Chief of Staff

- Worked directly with the CEO of a venture-backed e-commerce startup as the first employee, building the company from scratch to achieve a $1.2M run-rate revenue in under nine months and completed a Series A fundraise.
- Managed high-priority initiatives end-to-end, including partnering with agency vendors to execute the company's launch strategy, resulting in a waitlist of over 120,000 customers in 90 days.
- Transitioned the fulfillment model from an overseas third-party warehouse to North America, leading to a >50% reduction in cost per package and average delivery times.
- Led recruiting processes and initial HR efforts, including managing a pipeline of over 100 candidates across 10+ positions, creating the employee handbook, and implementing culture initiatives that led to the company's inclusion in *BuiltIn's Top LA Startups to Watch in 2019*.

Spin, San Francisco, CA Aug 2017 - Sept 2018
City Launcher / Growth Projects

- Led end-to-end launch efforts in Washington D.C., Charlotte, and San Diego for the first bike / scooter-sharing company, creating go-to-market playbooks that grew the company from two to 30+ markets in 12 months.
- Served as an Interim General Manager, leading operations, marketing, partnership strategy (including governmental agencies), and public relations efforts; achieved the highest rides/vehicle/day (primary metric) of any urban market.
- Worked closely with leaders of the operations, engineering, and sales teams to identify gaps in operational capabilities, sales pitches, RFP responses, and product roadmap, as well as with the President and CEO on special projects.

EDUCATION

Pennsylvania State University 2012 – 2016
Bachelor of Science - Energy Business & Finance

Presidential Leadership Academy, Pennsylvania State University
Selective honors program of thirty students focusing on critical thinking and leadership. Taught by the Dean of the Schreyer Honors College and the President of The Pennsylvania State University.