

Robert Reum

Senior Product Leader · Doctoral Researcher in AI, Organizations & Performance

robert.reum@gmail.com | Greater Houston Area, TX | [linkedin.com/in/robertreum](https://www.linkedin.com/in/robertreum) | robert-reum.com

Senior product leader and doctoral researcher working at the convergence of technology, business, and human behavior. My work centers on a single conviction: the most consequential variable in any transformation is rarely the technology, but the people, the organizational dynamics, and the gap between how leaders expect change to happen and how it actually does. I study how introducing AI changes the way people interact within long-established models and frameworks, bringing together enterprise product leadership, frontline operational experience, and quantitative research — teaching and speaking at the graduate and doctoral level using real enterprise implementations rather than theory.

EDUCATION

PhD Candidate, Business & Economics

Aug 2024 – Present

Justus Liebig University Giessen

Research at the convergence of technology, business, and people: how introducing AI changes the way people interact within long-established models and frameworks, and what that means for the enterprise. The first paper applies this lens to AI-enabled goal setting and job performance. A publication-based program requiring three papers in leading peer-reviewed journals in lieu of a dissertation. Advisors: Prof. Dr. Johannes Habel (University of Houston) and Prof. Dr. Alexander Haas (Justus Liebig University Giessen). Quantitative methodology using linear regression and difference-in-differences designs to identify causal treatment effects and moderator interactions.

Master of Business Administration (MBA), Management & Marketing

Middle Tennessee State University · Summa cum laude, 3.88 GPA · Beta Gamma Sigma, Phi Kappa Phi

B.S., International Business & B.S., Management (dual degrees)

University of Montana · High Honors, 3.92 GPA · Beta Gamma Sigma, Phi Kappa Phi

RESEARCH

Focus areas: AI, organizations, and performance · how AI reshapes human interaction within established organizational models · enterprise AI adoption · goal-setting theory and the High-Performance Cycle · technology-driven organizational change.

Publications & Working Papers

- Reum, R. *"AI-Enabled Goal Setting and Job Performance"* (working title). Working paper, in progress (2026); anticipated submission to the *Journal of Applied Psychology*. Examines how AI-assisted goal setting influences individual and team performance, and its implications for Goal-Setting Theory.
- Reum, R., Hochstein, B., Epler, R., & Williams, G. Working paper introducing a maturity-curve framework for sales readiness in sales organizations. In progress (2026); intended for the *Journal of Personal Selling & Sales Management*.

Invited Talks & Panels

Panelist — *"Implementing AI for Success in the Sales Organization,"* The Thought Leadership on the Sales Profession Conference (UCLA Anderson / academic-practitioner forum), Houston, TX. Jun 2025

Panelist — *"The AI-Enabled Sales Force"* (AI in sales), Sales Management Association, Houston Forum. Jun 2026

Teaching & Academic Service

Guest Lecturer — Stephen Stagner Sales Excellence Institute, C. T. Bauer College of Business, University of Houston. Lectures on sales application technology, sales enablement, and digital product management. 2021 – Present

Guest Lecturer — Doctor of Business Administration (DBA) program, C. T. Bauer College of Business, University of Houston. A case study from my first enterprise AI/ML initiative is taught in the program; lecture titled *"AI-Enabled Sales at SCI."* Ongoing

Guest Lecturer — Strategic Management Capstone, University of Montana. Introduced Lean Startup methodology; mentored student venture teams. 2014

Judge — John Ruffatto Business Plan Competition, University of Montana / Montana Academy of Distinguished Entrepreneurs. 2014

PROFESSIONAL EXPERIENCE

Founder & Principal

Present

The Reum Group, LLC

Founder of a family holding company and venture studio creating durable value across businesses, real estate, and intellectual property, grounded in long-term ownership and research-led conviction.

Senior Director of Product Management

Mar 2025 – Present

Service Corporation International (SCI)

Leads the product management discipline and product strategy for digital products supporting sales, marketing, and operations across the largest provider of funeral and cemetery services in North America. Manages a team of Product Portfolio Managers responsible for digital products supporting 25,000+ associates across 2,000+ locations; oversees seven enterprise platforms plus one in product discovery.

- Co-led the design and launch of SCI's first enterprise Product Operating Model and the Digital Products organization.
- Built governance and value-assurance frameworks connecting digital investment decisions to enterprise strategy and measurable outcomes.
- Introduced Agile/Scrum operating practices and OKR-based outcome measurement aligned to enterprise priorities.

Senior Director, Sales Application Development

May 2023 – Mar 2025

Service Corporation International

Led strategic direction and operations of the Sales Applications organization supporting Salesforce and Beacon platforms used by 4,000+ sales associates nationwide.

- Evolved the department from a delivery function into a strategic product organization aligned with Sales, Marketing, and IT.
- Introduced structured roadmap planning, product analytics, and OKR-based outcome measurement.

Director of Sales Applications

Feb 2020 – May 2023

Service Corporation International

- Led product development for core sales enablement platforms (Salesforce CRM, Beacon) as Agile Product Owner.
- Delivered SCI's first enterprise AI/ML initiative (ISX): predictive lead scoring and AI-enabled goal-setting.
- Led Agile transformation of the Beacon and Salesforce product teams; implemented CRM-integrated performance tracking.

Market Sales Director (Greater Seattle)

Jan 2018 – Feb 2020

Service Corporation International

Led a 60+ person sales organization across 29 funeral home and cemetery locations; directed performance against a \$40M annual quota while maintaining top-tier J.D. Power customer satisfaction.

Sales Leadership Progression

2015 – 2018

Service Corporation International

Market Sales Manager (Manager of the Year, 2017) → Sales Manager → Sales Manager in Training. Built the Seattle Sales Academy onboarding program; consistently top-ranked on the SCI Sales Manager Index.

Founder & Business Development Roles

2010 – 2022

Multiple Early-Stage Ventures

Founded and advised early-stage ventures across e-commerce, SaaS, and service businesses, building a foundation in product development, customer discovery, and go-to-market experimentation.

Co-Founder, ContractorSherpa.com (construction marketplace; Startup Weekend Missoula) · Principal, Horizon Group LLC (business-development consultancy) · Co-Founder, Lonestar Coffee Co. (DTC e-commerce) · Co-Founder, BackdropDepot.com (niche textile e-commerce).

HONORS & RECOGNITION

SCI Service Excellence Award (2×) · Market Sales Manager of the Year (2017) · Century Club · High Potential Leadership Summit · Beta Gamma Sigma & Phi Kappa Phi national honor societies · Summa cum laude (MBA) · High Honors (dual B.S.).

SELECTED EXPERTISE

Digital transformation · product & portfolio strategy · product operating models · Agile operating models · applied AI · AI adoption & governance · organizational behavior · goal-setting theory · sales & marketing technology · change leadership · venture creation.