

Edmund A. Hebert

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Bridging departmental divides by fluently speaking the language of innovation, marketing, and operations. Seasoned senior executive with 25+ years of experience, driving transformative growth by blending technical expertise in product design, AI and web technologies with strategic creative leadership. A proven innovator (150+ US patents), delivering high-impact solutions that exceed expectations.

Work Experience

FRACTIONAL EXECUTIVE | STRATEGIC ADVISOR

Independent Consultant | Mattapoisett, MA | Jan 2025 – Present

edhebert.com

Serve key clients as a cross-functional C-level executive (integrated CTO, CMO, COO) driving breakthrough innovation across product development, digital transformation, and cross-organizational strategy. Developed and deployed custom AI agents to solve complex business problems, including optimizing laboratory workflows and enhancing customer service support.

- Actively consult on a 20-hour/week retainer basis with a former employer, providing strategic guidance on marketing, product innovation, internal and external technology infrastructure, and intellectual property strategy.
- Drive organizational success by providing contract clients with executive-level consulting on innovation strategy, technology integration (e.g. AI agents, additive manufacturing advancements, etc.), and operational optimization.
- Guide leadership teams through complex digital transformations, commercial innovation initiatives, and strategic business model development.
- Consolidate executive functions to deliver comprehensive strategic impact across technology, marketing, and operations, significantly reducing overhead costs for clients.
- Translate complex technical and market insights into actionable plans that empower organizations to grow beyond expectations and achieve unprecedented success.

THE BLUE OCEAN

theblueocean.com

Founder & Principal | Mattapoisett, MA | 2001 – Present (Full-time since Jan 2025)

Leading a strategic agency that provides specialized digital, product, and intellectual property solutions to drive organizational success for small to midsize clients.

- Oversee comprehensive client engagements, delivering custom digital products, web solutions, and impactful marketing campaigns.
- Direct the development and commercialization of new physical products, guiding the process from concept refinement to manufacturing readiness.
- Conduct in-depth intellectual property analyses, including patent landscape reports, prior art searches, and strategic guidance for patent and trademark filings. Implement AI tools to discern key insights and accelerate discovery.
- Leverage and manage an extensive network of top-tier collaborators to scale expertise and provide comprehensive support for complex client projects.

REMINC — RESEARCH, ENGINEERING AND MANUFACTURING, INC.

taptite.com

Vice President, Innovation & Technology | Middletown, RI | 2020 - 2024

Orchestrated product strategy, innovation, intellectual property (IP), IT, and marketing functions for a global automotive IP licensing firm, significantly driving service-based growth.

- Protected and advanced a global IP portfolio through innovative product development and strategic legal partnerships, optimizing commercialization pathways.
- Established and managed global partnerships with industry leaders including Würth Group, Ford, Tesla, and Stanley Black & Decker, optimizing supply chain and venture collaborations.
- Developed and launched six multi-language websites and a proprietary PHP translation plugin, enabling seamless native-language content management and global market reach.
- Deployed a custom intranet/CRM system and implemented Digital Rights Management (DRM) to safeguard sensitive IP, significantly enhancing internal management and operational efficiency.
- Directed cross-functional teams in identifying emerging market trends (including AI applications and agents), translating insights into a robust innovation roadmap, securing competitive advantage and facilitating relationships with licensees.

REMINC — RESEARCH, ENGINEERING AND MANUFACTURING, INC.taptite.com

Director of Research & Development | Middletown, RI | 2018 - 2020

Led all research and development efforts and new product innovation for a global automotive IP licensing firm, driving the product development pipeline from ideation to advanced prototypes and market readiness.

- Directed all product innovation and new product development initiatives, leading cross-functional teams from ideation through prototyping and validation.
- Invented and patented a novel thread-forming fastener, eliminating the need for chemical thread-locking adhesives and streamlining manufacturing processes.
- Pioneered the application of algorithmic generative design and topology optimization to create lightweight prototype concepts, incorporating emerging technologies to accelerate the R&D pipeline and enhance material efficiency.

TITLEIST GOLF (ACUSHNET COMPANY)titleist.com

Senior Manager, Product Development & Advanced Concepts | Fairhaven, MA | 2001 - 2018

Led the 32-person golf ball development group, including a 15-person dedicated Advanced Concepts team focused on disruptive “zero-to-one” product innovation, directly resulting in 150+ US patents awarded and driving outcome-driven R&D.

- Invented revolutionary golf products, notably serving as lead inventor of the Titleist Pro V1 and Pro V1x golf balls, generating billions in sales since introduction while ensuring scalable commercialization.
- Managed cross-functional efforts with Marketing, R&D, Sales, and Legal to identify strategic opportunities and align stakeholders, fostering rapid product advancement.
- Served as technical innovation liaison with key material suppliers (e.g., DuPont, Dow Chemical), integrating emerging polymer technologies and strengthening supply chain management.
- Chaired R&D Data Steering Committee, a data science team re-architecting data collection and visualization across the organization to enhance operational reporting and strategic product design decision-making.

Digital Marketing Manager | 1998 - 2001

- Oversaw daily operations and long-term strategic vision for three major brand websites (titleist.com, pinnaclegolf.com, cobragolf.com), incorporating emerging web technologies and enhancing digital presence and user experience.
- Cultivated cross-promotional partnerships with leading organizations like PGATour.com and [Golf Digest](http://GolfDigest.com) to expand online reach.

Product Testing Manager | 1990 - 1998

- As technical liaison traveling alongside the PGA/LPGA Tour, directly translated elite athlete insights into critical product requirements, driving the creation and rigorous testing of advanced prototypes that formed the foundational innovations for breakthrough products like the Titleist Pro V1.

HARVARD UNIVERSITY - DIVISION OF CONTINUING EDUCATIONdce.harvard.edu/

Lecturer - Computer Science, Digital Media & Web Technologies | Cambridge, MA | 2013 - 2019

- Designed and delivered CSCI E10, an innovative JavaScript programming course teaching programming fundamentals through creative coding, successfully attracting students from both Computer Science and Digital Media Arts.
- Received Distinguished Lecturer Commendation for CSCI E10 (2017 & 2018), awarded based on student reviews and feedback.
- Contributed to the global scaling of Harvard College CS50, helping transition the course from on-campus to a successful online format for a worldwide audience on EdX. This involved implementing AI technologies for grading, support, etc.

Education**MASTER'S DEGREE, INFORMATION TECHNOLOGY**

Harvard University, Extension School | Cambridge, MA

- Concentration in Web Technologies, Digital Media & Instructional Design (4.0 GPA)
- Class Marshal Award for Academic Distinction (highest GPA and class rank), Dean's Prize for Outstanding Capstone Project
- Earned a separate Graduate Certificate in Web Technologies while pursuing Master's Degree
- Special Student status, taking most degree courses at Harvard School of Engineering & Applied Sciences

BACHELOR'S DEGREE, COMPUTER SCIENCE & PSYCHOLOGY

Boston University | Boston, MA