



Rob Silas

Managing Director

Decision Intelligence & AI Practice

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As Managing Director of Decision Intelligence & AI at Growth Operators, Rob Silas helps companies unlock value through faster, more confident decisions. With over 30 years of experience spanning C-level and P&L leadership, multiple successful start-ups with exits, and expertise in strategy and analytics, Rob brings a business-first approach to technology. He helps executives identify where AI and data can deliver the most significant and fastest impact—accelerating revenue growth, improving margins, and reducing risk while strengthening competitive advantage.

EDUCATION

BS, Science Economics
St. Olaf College

EXPERIENCE

Founder
Rob Silas Consulting

Managing Director
Magnet 360

President & COO
Ciceron

STRENGTHS

Analytical
Data Driven
Leadership
Problem Solver
Results Driven
Strategic Advisor and Consultant

AREAS OF EXPERTISE

Proven Business Leader

30+ years as a C-level executive, P&L manager, and serial entrepreneur with successful exits. Applies technology through the lens of growth, profitability, and competitive advantage.

Strategy Meets Analytics

Connects strategic vision to data reality, turning complexity into clarity and linking insights directly to executive action.

AI Impact Acceleration

Identifies where AI delivers the fastest, highest-impact business results while reducing decision risk and driving revenue growth.

Insight to Action

Translates data and AI into clear narratives and prioritized choices that create executive alignment and measurable results.

INDUSTRY EXPERIENCE

Consulting
Non-Profit

Manufacturing
Financial Services

