



## **Rob Blake**

### **Vice President, Product Marketing**

#### **Rivet Software**

With more than fourteen years of experience in business and financial reporting, Rob sets the strategic direction of both marketing and product initiatives at Rivet. Responsible for maintaining press/analyst relations and defining new products and product requirements, Rob also leads Rivet's technology standards outreach in areas such as XML, Web services and XBRL (Extensible Business Reporting Language).

Rob has been an active member of XBRL International – a consortium of over 300 accounting, technology and finance companies around the world – since its public inception in 1999. He's served in a number of leadership capacities within XBRL International, including Chair of the XBRL-US Domain Working Group and as a member of both the XBRL-US and XBRL International Steering Committees. He has been featured in periodicals such as eWeek, InfoWorld, CFO Magazine and IR Magazine, speaking on the benefits and opportunities related to XBRL.

Prior to his position at Rivet, Rob served for two years leading Microsoft's XBRL global activities, as well as seven years in various capacities for Microsoft Business Solutions-FRx including Director of Product Strategies and Product Manager.