Rob manages the design and development of NewTek's 3D products, leveraging his extensive experience in the visual effects and film production industry. Prior to joining NewTek, Rob worked with James Cameron, serving as animation technical director and creator and supervisor of the motion picture industry's first virtual art department for "Avatar," and as CG supervisor for "Aliens of the Deep." He also worked as virtual art department supervisor on Steven Spielberg's team for the film "Tintin" which is jointly directed by Spielberg and Peter Jackson. Rob worked on Disney's "Honey I Shrunk the Kids" and Jet Li's "The One," and was a lead animator on season one of "Ally McBeal" including the famous 3D dancing baby. NewTek also enlisted Powers to use LightWave 3D® to create the first 64-bit Windows® animation, which was presented by Bill Gates in a keynote address. Rob Powers graduated from the University of Southern California's Cinema Production program, and attended the Academy of Motion Pictures, American Film Institute.