Jason A. Kirby

Product Management Leader

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- Passionate about delivering innovative products, that are right-sized, measured and desired
- Relentless in accelerating deliverables and iterations.
- Fluent in mapping and communicating business objectives, technical deliverables, and analyzing market results.
- Succeeded within multiple sectors, growing B2B and B2C businesses.
- Excels at building trust and strong relationships between stakeholders, engineering, and marketing teams
- Transparently leads by example, delegating or collaborating as needed. Grows and nurtures team members.

Professional Experience

Magic Memories Sydney, Australia (based out of California)
Global Head of Product (2018 to March 2020)

Global tourism photography seeing over 100M visitors, across 200 locations globally

- Established and led an international team of product managers, UIX, and business analysts,
- Drove the digital transformation of all stages in sales funnel.
    - Created new products by partnering with AI, ML, and robotics companies
    - Modernizing retail systems, for self-service, and mobile payment providers
    - Established new and modern ECOMM sales channel for upsell and secondary purchases.
    - Standardized new product trials, and supply chain for new and existing segments
- Expanded product portfolio with VR, 360videos, tickets, prints and modern products.
- Consolidated and standardized new and existing products, reducing operational costs
- Focused and replaced low ROI initiatives, coordinating with country managers, leadership team and Board.
- Blended and prioritized roadmap to best address over a dozen segments, and widely varied demographics

Product and Process Design (2016 to 2018)
Product Consultant & Startup Advisor

IOT security startup (stealth)

- Workshop and advise on product-market fit
- Defined MVP feature set
- Networked to setup prototype / alpha testers (Tesla, Intuit, GAP, etc.)

Web conferencing startup (stealth)

- Identified and clarified buyer vs user requirements
- Streamlined and focused the roadmap for 1st year

Cradlepoint – acquired Pertino (2014 to 2016)
Senior Director, Product Management

Software-defined wireless and wired WAN solutions for Distributed Enterprises.

- Directed strategy to capitalize on and excel in new SD-WAN and SDN market
- Opened new sales channels in APAC,
- Led and established new technical security partnerships, increasing production value prop and adoption.
- Led vertical integration of product lines from acquired company

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- Formalized PM roles and responsibilities, enabling engineering's transition to Agile development process.
- Created new product (NPI) process, setting entry and exit stage gates, idea screening and business case standardization, and let review committees.
- Implemented BI and product analytics, greatly improving roadmap prioritization

Previous Experience

Infoblox (2011 to 2014), Senior Product Manager, 2011-2014
LogLogic (acquired by TIBCO), Technical Marketing Manager, 2009-2011

Solsoft, Sales Engineering Manager, 2007-2009

TD Ameritrade, Network Security Engineer, 2006-2007

Sitel Corporation, Network Engineer, 2002-2006

Patents

Kirby, Jason et all, June 14, 2016, Security Device Controller, US Patent US20160308908