Michael O'Rourke

Product Management,
Product Development, Front-End Design

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Forward-thinking product manager with experience managing the strategy and execution for high-tech products in cloud, web, and digital markets. Recognized for creating niche strategies, aligning business and development teams, and taking new products from concept, to design, to development, to delivery.

Tech-savvy and analytical with a background in Product and Program Management, Front-End Design, and Development. Adept at drilling into marketplaces and nurturing diverse products from cradle to adoption and beyond. Thrives in fast-paced environments with the autonomy to work creatively, take on new challenges, and make key decisions.

- 15 years in Product and Program Management
- Working knowledge of Agile, Lean, DevOps, and Offering Management
- Degree in Management Information Systems
- Certified PMP, Product Owner, ScrumMaster, and more
- Continuing education in Information Technology
- Proficient with HTML/CSS, Jekyll, jQuery, LESS, Node, and SQL

EXPERIENCE

Product Manager
IBM CLOUD, 2012 – Present
Dallas, Texas

Cultivate pipelines to new markets and design service offerings for a growing cloud ecosystem. Responsible for introducing new cloud solutions to global marketplaces. Reports directly to CTO & Cloud Infrastructure OM.

- Establish new verticals in Bluemix, SoftLayer, and IBM Marketplace catalogs
- Craft business cases, proofs-of-concept, and requirements for dev consumption
- Enact strategies to reach untapped markets and new growth opportunities
- Capture market needs and architect plans to ensure "whole product" success
- Align technology roadmaps and P&L to drive organic growth and achieve business objectives
- Work directly with developers, designers, and end-users to transform strategies into empathic products

Senior Product Manager
NEOPOST ID, 2003 – 2012
Austin, Texas

Pivoted product initiatives and market strategies toward developing new online solutions and native apps. Responsible for customer-facing SaaS, on-premise, and digital products. Reported to Director of Product Management.

- Reached new markets by transitioning native products to hosted ecosystems
- Facilitated technology refresh programs to eliminate churn and increase revenue flow
- Adopted new Agile and Product Portfolio practices, reducing time-to-market by 40%
- Managed $25M project to transform line-of-business apps into a hosted CRM environment
- Launched storefront for purchasing Internet-enabled apps on smart devices, increasing attachment rates 29-32% each quarter

Technical Consultant
SPRINT NEXTEL, 2000 – 2002
Plano, Texas

Spearheaded retail launches for mobile products and provided operational support for system hardware, networks, and back-office systems.

- Ushered in technology induction programs for ION broadband, 3G, and new mobile devices
- Deployed new firmware builds, onsite implementations, and system updates during planned/unplanned maintenance windows
- Gathered quantitative data to report failures and serviceability issues

CERTIFICATIONS

Practical Product Management Certified
Pragmatic Marketing

Project Management Professional
Project Management Institute

Certified Scrum Product Owner
Certified Scrum Professional
Certified ScrumMaster
Scrum Alliance

Cloud Computing Certified
Cloud University

Network+ Certified
CompTIA

EDUCATION

Information Technology
Liberty University
2015 – Present

Management Information Systems
Liberty University
2009 – 2011