

Michael J. 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

SOFTLAYER, 2012 – Present
Dallas, Texas

Cultivate pipelines to new markets and design product offerings for a growing cloud platform. Responsible for introducing new cloud solutions to global marketplaces. Reports 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 Project Coordinator

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