

Michael O'Rourke

Product Manager for
Cloud, Web, and Digital marketplaces

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Forward-thinking product manager with expertise in managing the strategy and execution for cloud, web, and digital products. Solid reputation for hatching profitable strategies, aligning business and development pillars, and taking new products from concept, to development, to delivery.

Tech-savvy and analytical with a background in product and program management, front-end design, and software development. Adept at building diverse, high-tech products in fast-paced environments. Additional qualifications include:

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

EXPERIENCE

Product Manager

IBM CLOUD (Dallas, Texas)
2012 – Present

Pivot product initiatives and market strategies toward developing a growing cloud computing platform. Responsible for building and launching new cloud PaaS and IaaS products in global marketplaces.

- Establish new vertical products 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
- Align technology roadmaps and P&L to drive organic growth and achieve business objectives
- Work directly with developers, designers, and customers to transform user/buyer needs into empathic feature-sets

Senior Product Manager

NEOPOST ID (Austin, Texas)
2003 – 2012

Cultivated pipelines to new markets and designed offerings for new online solutions and native apps. Responsible for customer-facing SaaS, on-premise, and digital products.

- 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 30-32% each quarter

Technical Project Consultant

SPRINT NEXTEL (Plano, Texas)
2000 – 2002

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
- Coordinated new firmware builds, onsite implementations, and system updates during planned/unplanned maintenance windows
- Gathered quantitative data to report failures and serviceability issues

EDUCATION

Information Technology

LIBERTY UNIVERSITY

Advanced studies in imaging, graphic design, security, integration, networking, and enterprise technology.

Management Information Systems

LIBERTY UNIVERSITY

Core foundations for technology, software, programming, and development in business environments.

Project Management Professional (PMP) Certified

PROJECT MANAGEMENT INSTITUTE

Most industry-recognized certification for project managers in virtually any industry, using any methodology, at any location.

Practical Product Management Certified

PRAGMATIC MARKETING

Principles for Pragmatic Marketing standards and how to bring profitable, problem-oriented products to market.

Certified Scrum Product Owner

SCRUM ALLIANCE

Scrum practices and principles for managing projects, getting products out, grooming product backlogs, and setting priorities.

Certified Scrum Professional

SCRUM ALLIANCE

Proven expertise in improving how Scrum and other Agile methods are implemented for any project.

Certified ScrumMaster

SCRUM ALLIANCE

Harness Scrum values to attain knowledge and expertise above and beyond traditional project managers.

Network+ Certified

COMPTIA

Competence in building, managing, and protecting critical assets for data network.