

# 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 high-tech 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 15 years experience in product and program management, web engineering, and software development. Adept at creating new development initiatives for diverse products in fast-paced Agile environments.

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## 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
- Enact strategies to reach untapped markets and new growth opportunities
- Craft business cases, proofs-of-concept, and requirements for dev consumption
- 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

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## 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.

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## CERTIFICATIONS

### **Project Management Professional (PMP)**

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.