

# RYAN GIBBS, CFA

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**Product Management Leader** with 15+ years of startup, growth stage and enterprise experience in cybersecurity, climate tech, and financial services/capital markets industries. Expertise in developing and launching market-leading data analytics-centric B2B software solutions that dazzle customers and create sustainable revenue streams. Entrepreneurial, data and results-driven professional seeking full-time or fractional product leader roles focusing on data analytics/data-centric products and driving business growth through AI/ML.

## Key Strengths

### PM Leadership & Strategy

- ✓ Portfolio/P&L Management
- ✓ Software Project Management and Data Migrations
- ✓ GTM: Product Launch, Competitive Intel
- ✓ Build/Buy/Partner Analysis
- ✓ UI/UX & Design Thinking
- ✓ OKRs Planning/Execution, Prioritization frameworks
- ✓ Building and Leading Cross-Functional Teams
- ✓ Agile, DevOps, CI/CD Practices

### Data Analytics, Technology & Tools

- ✓ Data Mgmt: ETL, Access controls/RBAC, Lineage Tracking
- ✓ Tools: R, SQL, Python, Jupyter, PowerBI, Tableau, Databricks, Elastic
- ✓ AI/ML tools: Replit, Bolt, v0, LLMs (ChatGPT/Claude/Gemini)
- ✓ APIs/JSON: Data collections + postman testing + integrations
- ✓ PM/Design tools: Slack, Figma, Notion, Pendo, Google Analytics
- ✓ Electronic/Algo/Portfolio trading/TCA, Trading Systems
- ✓ Financial products: Global Equities, ETFs, Options, MBS
- ✓ Excel Financial modeling

## Professional Experience

### RDG CONSULTING, Raleigh, NC

*Single member LLC set up for part-time product and data management consulting projects for SMBs/startups.*

**Founder, 02/2025 to Present**

### CIRCULAR.CO, Raleigh, NC (Remote)

*Led product, design and data mgmt functions for early stage VC-backed B2B sustainability startup focused on recycled plastics data aggregation and analytics. Owned and delivered on AI-powered product GTM strategy + roadmap via weekly/monthly/quarterly OKRs.*

**VP/Head of Product, 04/2022 to 08/2024**

- Launched *Explore*, a first of a kind (FOAK) AI-powered data analytics decision support tool for sourcing recycled plastic resins, using LLMs to train our ingested data model
- Routinely contributed to newsletter and website thought leadership content pertaining to the Circular offerings and the recycled plastics regulatory landscape
- Perform sales support functions such as product demos, platform support and product feedback aggregation for customers and prospects
- Owned data acquisition and partner strategy roadmap, as well as overall product design direction and QA process for data cleansing and new features
- Created, executed and tracked progress against product/design/engineering OKRs for continuously delivering software value to Circular beta users
- Measured GHG avoided emissions for recycled vs virgin plastic using in-house tool

### VIKING CLOUD (formerly NuArx), Raleigh, NC

*In four years, established a formal product organization for this growth stage company, in partnership with the COO. Led all product operations and P&L mgmt. for Business Solutions business unit, with significant influence on commercial, marketing, product engineering, sales, vendor, legal, and support functions. In 2021, Sysnet Global Solutions completed its multifirm merger with NuArx, Viking Cloud, and ControlScan. The merged entity relaunched as VikingCloud.*

**VP/Head of Product, Business Solutions, 03/2021 to 04/2022**

**Director, Product Management, 04/2017 to 03/2021**

- Spearheaded product roadmap and GTM launches for NuArx's managed security (MSS) and business continuity services portfolio, including setting/tracking OKRs, oversight of product-market fit, competitive positioning, pricing, and GTM launch
- Represent this growth stage company as a subject-matter expert in MSS product demonstrations and consultations with major customers
- Coordinated product solutions pivot with marketing around our digital transformation enablement value prop for IT personas
- Led product team of four in executing dozens of revenue-growing and cost-saving initiatives, including:
  - Implemented Agile best practices and product telemetry across product org
  - Ingesting/mapping unstructured txt data to JSON to create threat alerts
  - Automated key parts of user onboarding and data breach reporting
  - Migrated customer data from NuArx to Viking Cloud portal
  - Coordinated cost-saving SIEM migration initiative (3<sup>rd</sup> party to in-house)
  - Oversaw customer portal data cleanse and consolidation phases
  - Implemented Vulnerability Scanning MVP into Viking Cloud's Asgard portal

## Case Study

### Endpoint Protection Platform (EPP), Viking Cloud

Led GTM development of in-house endpoint agent offering foundational to company success with 83% cost savings vs legacy tech.

Captured 66% savings by negotiating SDK pricing for the software's antivirus (AV) and advanced threat detection/anti-ransomware feature. Navigated several GTM roadblocks, such as phasing the release by customer segment after failing third-party certification testing for AV.

Deployed the service to all 4M partner and business solutions customers, equating to \$10M to \$20M in projected annual revenue.

## Certifications

### Chartered Financial Analyst (CFA), CFA Institute

Series 4,7,24,55,63 (FINRA – inactive)

### SQL Basics for Data Science, Duke University (via Coursera)

### AI for Product Management, Duke University (via Coursera)

### Machine Learning Specialization, Stanford (via Coursera – in progress)

## Education

### NEW YORK UNIVERSITY, Stern School of Business, New York, NY

Master of Business Administration (MBA) in Management of Technology and Operations

### DUKE UNIVERSITY, Durham, NC

Bachelor of Science (BS) in Economics

## Key Achievements

- **Network Health:** Quick service restaurant (QSR) customers had to rapidly change business models to take-out during the global COVID-19 pandemic. Initiated a new business continuity solution to facilitate digital transformation initiatives. Developed a network health analytics offering, monetized as an add-on user interface and API-only data subscription service. The offering shows and alerts to internet connectivity issues that could impact online ordering in real time. Gained 3,000 QSR customers in eight months for \$30K monthly recurring revenue.
- **Branch in a Box:** Structured and launched a managed cybersecurity and compliance services product package for the banking vertical.
- **Managed Broadband:** Led GTM launch for new managed broadband offering to complement existing MSP portfolio, which produced \$72K MRR in 2021 to date. Negotiated multiple contractual agreements with ISPs (Spectrum, Comcast, AT&T, Cox, etc.) and built a new business process for provisioning and ordering internet circuits. Reviewed and negotiated dozens of legal agreements, including Ts&Cs updates and MSAs with third-party partners.
- **My NuArx Portal:** Built out the managed compliance and MSS customer SaaS portal and grew from 5,600 to 27,000 customers, a 482% increase/48% CAGR in usage in four years. Managed the MSP product roadmap, including data analytics, alerts, and visualizations to enhance support for NuArx managed services for network health, business continuity, connectivity, security, and PCI compliance.

## IPREO (now IHS Markit), Raleigh, NC

### Director, Product Management, Fixed Income, 2015 to 2016

*Managed this growth stage company's \$20M fixed-income B2B software line of business (4 direct reports), with products used by approximately 70 clients in the investment banking industry. IHS Markit acquired Ipreo, a software solutions and data provider in global capital markets, in 2018.*

- Improved persona workflows for bank syndicate book-building applications and an order management system for multibank new bond issuance deals
- Led Waterfall to Agile transformation across four globally distributed Scrum teams
- Designed new workflow for direct investor electronic order routing initiative

## BLOOMBERG, LP, New York, NY

### Trading Apps Product Manager, Execution Management System (EMSX), 2011 to 2015

*Owned the buy-side product roadmap for the EMSX platform. EMSX is a global, multi-asset class trading, execution management and analytics platform that integrates Bloomberg exchange and broker data with equity, futures, and options orders.*

- Enabled 14% growth in EMSX usage for customer base of ~16K users
- Offered subject-matter expertise on market microstructure, portfolio and electronic trading workflows/analytics, OMS/EMS integration, & transaction cost analysis (TCA)

## KNIGHT CAPITAL AMERICAS, LP, Jersey City, NJ

### Vice President, Global Portfolio Trading & Sales, 2010 to 2011

*Initiated start-up of the global portfolio trading business to augment existing domestic U.S. equities and ETF business. Onboarded clients, built/ tested new features, ETF create/redeem*

## SOCIÉTÉ GENERALE, New York, NY

### Associate, Global Program Trading & Electronic Execution Services, 2006 to 2010

*Executed global equity portfolios for institutional buy-side and private banking clients, and advised them on optimal portfolio construction and alpha-generating trading strategies. Grew the desk's index rebalance and risk trading business from \$2M to \$30M. Built and launched a \$2M DMA/ algo electronic execution business in U.S. and Latin America.*