

# Michael O'Rourke

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## SENIOR PRODUCT MANAGER

**Drive growth and adoption · Transform strategy into tactics · Deliver end-to-end solutions**

Hatch profitable strategies and deliver innovative, high-tech products and services.

Recognized for implementing new technology initiatives, leading product teams, and aligning business and development domains.

Forward-thinker with industry knowledge in cloud, e-commerce, digital media, and enterprise software. Skilled in defining roadmaps, assessing opportunities, and ensuring client success.

Adept at managing the white space between vision and adoption in fast-paced environments.

Competencies include:

- Product Management
- Software Development
- Operations
- Program Management
- Product Marketing
- Technical Writing
- Release Management
- Web Engineering
- Business Analysis
- Strategic Marketing

## EXPERIENCE

[SOFTLAYER](#), Dallas, Texas

**2012 - PRESENT**

### **Group Product Manager**

- Pivot initiatives and market strategies toward developing a growing cloud platform, generating double digit growth over two consecutive years
  - Launch new PaaS and IaaS products in Bluemix, SoftLayer, and IBM Marketplace catalogs
  - Identify growth opportunities, build business cases, and ensure “whole product” success in vertical marketplaces
- Lead multidisciplinary products teams in designing and executing large scale prototypes and services
  - Work directly with developers and marketing to align technology roadmaps and P&L
- Acquire new strategic partners, producing \$2mm net new revenue in first year
- Define and rollout exit strategies to sunset legacy products
  - Provide 30+% margin improvements by eliminating and replacing low margin products
- Enact strategies to refine product concepts, drive organic growth, and ensure overall customer adoption
- Reconstruct entire product catalog, including branding, pricing, placement, and content

[NEOPOST](#), Austin, Texas

2003 - 2012

**Senior Product Manager**

- Cultivated pipelines to new markets by introducing new SaaS products and web apps
  - Managed \$25mm program to transition native services onto virtual platforms
  - Achieved double-digit growth YTY using virtualization and SOA patterns
- Led technology refresh programs to eliminate churn and increase revenue flow
  - Offered resellers new delivery platform for building interface-independent apps
- Accelerated time-to-market by 40% after implementing new Agile and product portfolio practices
- Launched subscription-based storefront with expandable apps and services
  - Regained market traction and increased attachment rates by 30%
- Enacted sustainable "going green" initiatives, saving \$2.14mm in production costs
- Spearheaded business unit tasked with implementing \$100k+ SaaS solutions for Fortune 500 clients

[SPRINT](#), Dallas, Texas

2000 - 2002

**Technical Consultant**

- Ushered in technology induction programs for ION broadband, 3G, and new mobile devices
- Spearheaded retail launches for mobile products
- Constituted release procedures for five retail outlets, reducing service cost by 40%
- Coordinated code releases for new builds during planned windows
- Built custom reports and tooling to capture quantitative data about failures and serviceability issues

## EDUCATION

**BS, Information Technology**, Liberty University

**AA, Management Information Systems**, Liberty University

## CERTIFICATIONS

**Project Management Professional (PMP)**, Project Management Institute

**Practical Product Management Certified**, Pragmatic Marketing

**Certified Scrum Product Owner**, Scrum Alliance

**Certified Scrum Professional**, Scrum Alliance

**Certified ScrumMaster**, Scrum Alliance

**Network+ Certified**, CompTIA