

Contact

www.linkedin.com/in/alonkronenberg (LinkedIn)

Top Skills

Information Technology
Enterprise Software
Software as a Service (SaaS)

Languages

Spanish
Hebrew

Honors-Awards

One Hundred Percent Club
Sales Eminence Award
One Hundred Percent Club
Best of IBM
One Hundred Percent Club

Publications

Operationally Enabling Multichannel Applications
Mobile's Next Frontier
Mobile - The Last Mile in Building Loyalty

Alon Kronenberg

Technology Managing Director
Toronto, Ontario, Canada

Summary

I am a Senior IBM Executive with a proven track record of driving success at the intersection of business, innovation and technology. I have helped lead the digital transformation of entire industries and am typically called upon to lead teams in implementing first-in-kind solutions. This diverse experience – encompassing Airline, Banking, Auto, Retail, Energy and Healthcare (Excelsior Pass) – has given me a broad perspective and has enabled me to provide strategic leadership in helping clients achieve their business goals including: revenue growth, cost savings and digital transformation.

As a team builder, I am a sought after coach and mentor. Throughout my career I have shown a unique ability to identify and grow talent while at the same time molding high-performing teams. In just five years, I established IBM's Mobile capabilities in Canada, grew the team from 2 to over 150 practitioners while capturing market share, increasing revenue by delivering award winning solutions and garnering recognition by IDC as the top-rated mobile applications consultancy in Canada.

More recently, as the IBM iX Industrial Market Leader for North America, I rebuilt a digital transformation business that had fallen into neglect. Implementing a strategic plan that focused on attracting top talent to harvest the existing client base, I turned around the business and delivered quarter-on-quarter revenue growth for 8 consecutive quarters. At the same time, I grew the team five-fold over the course of two years, making IBM iX Industrial Market a sought-after destination for emerging talent across all of IBM.

I am a hands-on and innovative leader. Over my career I have had the opportunity to shape and deliver many challenging and complex programs using innovative delivery and commercial models. Given my dual technology and business acumen, as well as my strong stakeholder management skills, I am often asked to step in to turn-around troubled projects – always delivering outstanding results.

Experience

IBM

3 years 5 months

Managing Director

January 2023 - Present (1 year 8 months)

Toronto, Ontario, Canada

Senior Client Partner - IBM Digital Credentials

April 2021 - Present (3 years 5 months)

Working on harnessing the power of digital identity and credentials to give customers greater control over their information while at the same time simplifying, enhancing and securing the way they share that information across multiple organizations.

Responsible for implementing New York State's innovative Excelsior Pass – the first COVID-19 health credential to be deployed in North America.

Managed the executive client relationship and closely collaborated with the State and other partners in bringing this first-in-kind solution that sits at the intersection of government, healthcare and technology to the market in record time.

IBM iX

5 years 11 months

Senior Client Partner - US Industrial Market Leader :: Digital

October 2018 - April 2021 (2 years 7 months)

Responsible for the digital book of business in the Industrial market segment encompassing Chemicals, Petroleum, Industrial Products, Electronics and Automotive industries

Established executive level relationships at key accounts that played essential role in anchoring growth within segment

Delivered quarter-on-quarter revenue growth for 8 consecutive quarters

Increased the team's size fivefold over the course of 2 years, while actively coaching and mentoring key emerging talent

Vice President & Partner - CTO IBM iX

January 2018 - October 2018 (10 months)

Toronto, Canada Area

Developed the technical community in IBM iX North America, encompassing over 200 practitioners in both the Architect and Developer roles.

Charged with technical community development, career progression, innovation and tooling.

Played key role in enabling and pursuing Strategic Partnerships with Salesforce, Adobe and Zuora.

Partner - North America Mobile Leader

January 2017 - January 2018 (1 year 1 month)

Toronto, Canada Area

Drove the growth and impact of the digital business across North America by establishing and leveraging key partnerships across the mobile eco-system. Track record of taking measured risks to pursue new opportunities and capture new markets while establishing trusted relationships with clients

Capitalized on emerging trends in mobile market, leading several highly visible and very successful first-of-a-kind implementations in the Banking, Travel and Retail industries

Demonstrated ability to identify and cultivate key talent, ultimately building the nucleus of the mobile Digital and Mobile lab teams in Toronto

Aggressively grew the mobile book of business in North America

Partner

June 2015 - January 2017 (1 year 8 months)

Responsible for overall health of the mobile portfolio in IBM Canada

Manage key client relationships and bring innovative mobile solutions to market

Responsible for mobile consulting and delivery engagements with multiple customers in key industries including: Banking, Insurance, Travel and Retail

IBM

13 years 8 months

Associate Partner

August 2011 - May 2015 (3 years 10 months)

Responsible for business development, relationship management and third-party partnership initiatives involving mobile solutions.

Responsible for mobile consulting and delivery engagements with multiple customers in key industries including: Banking, Insurance, Travel and Retail

Charged with Identifying strategic investment opportunities in mobile to further market penetration through intellectual capital.

Practice Lead - Mobile Applications

January 2008 - August 2011 (3 years 8 months)

Led newly created business unit focused on Mobile Application development.

Developed the business case for the new unit, defined its mandate, set its strategic goals and obtained appropriate resources to execute strategy
Rapidly grew practice from handful of individuals to large team consisting of consultants, business analysts, architects and developers.
Established Canadian practice as IBM's worldwide leader in mobile solutions supporting initiatives the U.S., Europe, Asia, Australia and Latin America.

Senior IT Architect

October 2001 - August 2011 (9 years 11 months)

Senior Architect responsible with overseeing all aspects of application design and development within practice. Accountable for identifying and implementing common guidelines and processes across projects, analyzing new technologies, integrating them into existing product set and overseeing delivery of products and projects. As a senior technical resource, further responsibilities include supporting pre-sales activities, defining high-level solution architectures, interfacing directly with the client and owning the client relationship from project start to successful completion.

C-Bridge Corp

Technology Consultant

July 2000 - October 2001 (1 year 4 months)

Education

University of Toronto

B.A.Sc., Computer Engineering · (1992 - 1997)