John Kirby

Senior Product Manager @ IBM | Web3 Digital Identity Platforms |
Sales Engineering | Product Development | Solution Delivery |
Charlotte Metro

Summary

I have 8+ years' experience of building B2B, B2C, and platform
solutions for the government and technology industries. I am
currently a Product Manager and Sales Engineer at IBM where I lead
product strategy, solutioning, and delivery for IBM software assets
and client projects. I have experience building API platforms, digital
wallets, digital identity platforms, complex client integrations, and
open source decentralized solutions.

My diverse experience across projects for various industries gives
me unique insights into leading high impact projects and building
client solutions that drive adoption of cutting-edge technologies. I
design product roadmaps and partner with teams on client execution
and solution delivery. In addition, I identify areas of opportunity that
lead to contract extensions and renewals at IBM.

Some notable achievements throughout my career are:

· Led product strategy, competitive positioning, and delivery of
the IBM Digital Credentials Platform, Mobile Wallet, and customer
solutions, driving 8 figures in revenue since inception from software
and implementation services

· Built innovative commercial models to win strategic sales (SaaS,
on-prem, white-label licensing models) based on client requirements,
designed solution and delivery models, presented demos to
prospects, and wrote SOWs, securing clients including major State
and Provincial governments, and higher education institutions

· Designed client roadmaps to explore expansion and integration
opportunities, growing existing client contracts and end users to
millions on SaaS platforms

· Manage teams across multiples projects and assets and built culture of ownership, growth, and transparency

· Led and delivered comprehensive product requirements and roadmap definition for NY Digital Credential Platform & wallet across stakeholders, issuing 13M+ digital health records and securing adoption by 5M+ users

I enjoy networking with product and technology professionals. If you would like to chat, please send me a message.

Core Competencies: Design Thinking, User Research, Stakeholder Management, APIs, Product Lifecycle Management, Scrum, Product Development, Technical Product Management, Sales Engineering, Strategic Sales, Agile Software Development, UX & Wireframes, Product Pricing Strategy, Project Management, Performance Management, Artificial Intelligence, Digital Products, Market Research, Decentralized Identity

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Experience

IBM
8 years 2 months

IBM Digital Credentials Senior Product Manager - Senior Managing Consultant
July 2022 - Present (2 years 2 months)
Charlotte, North Carolina, United States

· Lead product strategy, competitive positioning, and delivery of IBM's Digital Identity and Credential Ecosystem offerings, platform, mobile wallet, and customer solutions, driving 8 figures in revenue since inception from software and implementation services

· Build innovative commercial models to win strategic sales (SaaS, on-prem, white-label licensing models) based on client requirements, design solution and delivery models, present demos to prospects, and write winning SOWs

·   Lead global agile product development teams of 15-30+ across SDLC and advocate for design with IBM Garage Methodology and Design Thinking

IBM Digital Credentials Product Manager - Managing Consultant

July 2020 - Present (4 years 2 months)
Charlotte, North Carolina, United States

Leading the product development and implementation of IBM's decentralized verifiable credential platform, IBM Digital Credentials.

Senior Consultant - Blockchain
July 2018 - July 2020 (2 years 1 month)
Charlotte, North Carolina Area

Blockchain Services Practice.

Project Experience:

Lead Business & Strategy Analyst for MineHub - a startup blockchain platform for trade financing and contract management for the metals and mining industry - Jan 2019 - October 2019
- Identified and designed 6 core use cases for release one covering mine production management, inventory management, commodity contract management, trade financing, logistics, and precious metals streaming
- Developed over 100 user stories, supporting process flows, data models, wikis, and mockups for the design and development teams to build from; supporting an end-to-end flexible system for 5 personas
- Involved from ideation to delivery of an enterprise-grade system and was responsible for defining the functional requirements and working with the development teams to deliver a superior product

Disaster Recovery as a Service Manager - Oct. 2018 - Jan. 2019

Business Transformation Consultant
July 2016 - June 2018 (2 years)
Baton Rouge, Louisiana Area

Project Experience

Transformation Strategy Consultant at Leading Downstream Refinery - October 2017 - October 2018

Product Analyst for aaS ERP platform - February 2017 - October 2017

Designer - August 2016 - February 2017

Trust Over IP Foundation
Steering Committee Member
September 2022 - December 2022 (4 months)

Continental
Consulting Analyst
August 2015 - December 2015 (5 months)
Columbia, South Carolina

• The purpose of this project was to document, analyze, and improve the truck loading process at Continental. All improvements considered stock movements, SAP transactions, and shipment of open order constraints.
• Accurately mapped the current state of the planning and loading process using swim lanes, SIPOCs, and created a failure mode effects analysis and cause and effect diagrams to understand improvement areas.
• Used a variety of different statistical analyses to understand the relationships between tire volume, weight, and quantity to maximize the number of tires shipped per 53' trailer.

Tobin & Company Investment Banking Group LLC
Investment Banking Analyst
December 2014 - January 2015 (2 months)
Charlotte, North Carolina

Tobin & Company Investment Banking Group LLC provides a range of investment banking services tailored to the needs of middle market businesses, their investors and their executives. We are dedicated to providing successful solutions in each of our engagements, effectively assessing market conditions and imparting our knowledge of strategy, innovative business models and technology to maximize our client's return.

Statesman Furniture
Supply Chain Management Intern
June 2014 - August 2014 (3 months)

Allstate Financial Services, LLC
Intern
August 2013 - December 2013 (5 months)

Conover Home and Commercial Hardware
Sales Representative
August 2010 - May 2012 (1 year 10 months)

Education

University of South Carolina-Columbia

Bachelor of Business Administration (B.B.A.), Finance, Supply Chain Management