

# KAREEM CLYBURN

Charlotte, NC

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## SR. PRODUCT MANAGER

Senior Product Manager with active Secret Security Clearance and 4+ years of software development experience in both the private and public sectors. My major Product Management accomplishments include driving a net-new product introduction at Salesforce., managing DevOps for two applications for the US Air Force's Kessel Run program, and as a Technical Project Manager, I led digitization efforts building the strategic roadmaps for multiple Ed-Tech industry clients. My experience spans Agile disciplines such as Kanban, SecDevOps, XP, Nexus and SAFe Scaled Scrum. My certifications include PMP, Professional Scrum Master, Product Owner, and DoD IT Program Manager. I operate with a bias toward action that helps me excel and adapt in complex and ambiguous environments. I'm eager to contribute my diverse skills to your teams' continued success!

## OVERVIEW OF KEY SKILLS

- **Product Management:** Inspired cross-functional teams to launch successful products, aligned product vision with business goals, analyzed market research and user feedback, to create product roadmaps.
- **Scrum Master:** Analytical strength to identify trends and opportunities for optimization; Servant leader who resolved conflict amongst multiple scrum teams fostering effective communication and removing obstacles.
- **Agile development methodologies:** Led teams using agile and design thinking approaches; facilitated ceremonies such as stand-ups, planning, and retrospectives; groomed and prioritized backlogs.

## PROFESSIONAL EXPERIENCE

### Product Manager ([DoD Skillbridge](#) Fellow)

[Salesforce](#) | San Francisco, CA (Remote)

08/2023 – Current

Developed [Tableau Pulse](#) a new product driven by technology trends incorporating data visualization analysis/insights experience for users lacking analytics knowledge through the use of Generative AI and dashboards.

- Teamed with 6 other PMs for 12 unique scrum teams developing different aspects of the Pulse app including mobile experiences, business user experiences, insights, natural language generation, metrics, & performance.
- Proposed generative AI data analysis features through the use of Salesforce's [Einstein GPT](#) that enhance the insight experience giving business users the ability to make quick decisions from actionable intelligence data.
- Developed Pulse's embedded API capability through drafting of public facing documentation. Enabled embedding in third-party applications resulting in increased market share for Pulse analytics and insights.
- Partnered with 6 PMs, Salesforce legal compliance, and marketing teams enabling the go-to-market strategy for Tableau Pulse. Authored and published marketing material paving way for general release in fiscal year '24

### United States Air Force Experience 02/2004 - 08/2023

### Product Manager (Senior Enlisted Leader)

[Kessel Run](#) | Boston, MA (Remote)

01/2022 – 08/2023

Successfully led a \$1.6M cloud-based software development initiative, optimizing intelligence-gathering operation workflow for over 11,700 users across 117 organizations. Generated hypotheses, test, and managed trade-offs for two distinct applications within separate portfolios each targeting unique customer segments with distinct user bases.

- Product Manager developing [Skyhook](#) a data interface app bridging legacy data to [KRADOS](#) an application suite replacing an Air Force legacy SQL system, saving \$2.4M in upkeep cost & increased planning efficiency.
- Drove 116 successful releases for two SaaS cloud apps, increasing Net Promoter score by 20%. Worked backwards to id trends, conducted market research, wrote user stories, and utilized GitLab and Agile methods.
- Collaborated with stakeholders and teams to drive the solution strategy of the Marauder app. Now the primary source of data across the DoD Secret-level intelligence community leading to 60% user base growth.
- Leveraged technical skills to lead digital analytics feedback initiative, integrating a Data Scientist to the product team enhancing user experience with AI-powered natural language processing and predictive algorithms.

## Senior Enlisted Leader

United States Air Force | Various Locations

02/2004 – 01/2022

Oversaw operations, and optimized human, financial, and material resources prioritizing compliance, accountability, and safety. Performed in several roles throughout my 19 year career including prog/project management & budget.

- Selected in a 30-member committee of innovation leaders tasked with developing the DoD's fundamental innovation competencies. Published innovation [articles](#) and drove the release of DAU's [Innovate to Win](#) MVP
- Advised COO on risks, sustainment, and viability associated with a \$700K annual budget for the acquisition and procurement of contracts and resources. Increased EoY budget by 42% annually for 4 years running.
- As a Contracting Officer Representative oversaw two contracts collectively worth \$4.2 million, ensuring that all QA contractual requirements were met while maintaining relationships with contractors and stakeholders.

## Part-Time Work Experience concurrently acquired during Air Force service.

### Product Owner (Apprentice)

[Agile For Patriots](#) | Dallas, TX (Remote)

03/2023 – 05/2023

Product Owner, operated within a scaled agile Nexus framework consisting of one Product Owner, four Scrum Masters, and 12 engineers across three cross-functional teams developing a product with strong UX emphasis.

- Operated in Scrum Nexus environment, developed and articulated the product vision, goals, and roadmap to multiple teams while ensuring scope alignment with the enterprise strategy and customer's needs.
- Effectively communicated and collaborated with stakeholders and multiple Scrum Masters. Led design workshops to find alternate solutions to UX and technical issues ensuring meeting of product delivery timelines.
- Conducted customer segmentation, user interviews, and consumer engagement to capture data and gain insights that informed product assumptions and supported the development of new innovative features.

### Project Management (Intern)

[US Department of State](#) | Washington, DC (Remote)

08/2021 – 08/2022

12 month internship in the US Department of State through Virtual Student Federal Service ([VSFS](#)) program.

- Spearheaded the development of a leadership program, with a focus on transformational leadership and navigating challenging conversations. Gathered and evaluated program feedback data from aspiring Diplomats and Foreign Service Officers across eight universities. Program benchmarked by Dept of State VSFS leaders.
- Initiated a social media campaign that raised awareness of federal government career opportunities for students. Developed and promoted a series of speaker panels that facilitated connections between transitioning veterans, students, and Department of State officials and leaders. Marketing increased program reach by 10%.

### Project Manager (Contracts)

[Freedom Learning Group](#) | Tampa, FL (Remote)

08/2020 – 12/2021

Led digital transformation efforts for top Ed-Tech industry clients over several contracts; conducted customer research and collaborated on organizational goals and strategies. Developed pipelines for further contracts.

- Developed strategic roadmap; prioritized backlog to align with Objectives and Key Results to deliver projects.
- Served as a sub-contracted subject matter expert to develop [Google's Project Management Course](#). Authored content on process engineering methods such as Six Sigma, total quality management (TQM), continuous improvement, and lean software development, as well as analysis of waterfall vs agile methods.
- Demonstrated exceptional knowledge of project management techniques, procedures, and strategies authored 25% of the course content, drove a successful release of Google's Career Certificates PM course

## EDUCATION | CERTIFICATIONS

**Master of Arts** in Educational Technology and Human Development | George Washington University

**Bachelor of Science** in Workforce Education and Development | Southern Illinois University Carbondale

**PSPO I** Professional Scrum Product Owner Certification | Scrum.Org

**PMP** Project Management Professional Certification | Project Management Institute PMI

**PSM I** Professional Scrum Master Certification | Scrum.Org

**SPC SAFe** Practice Consultant Certification | ScaledAgile.com | *Expected 01/2024*