

FREDERICK JOHN

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Product Management Leader | CPO | ex-Amazon | ex-Deloitte | Stanford GSB

Award-winning Product Management Executive and Board Member specializing in taking mid-to-Enterprise SaaS Tech products from Ideation to Production. 20+ years of expertise in Go-To-Market (GTM) strategies with high attention to P&L, time frames, quality, and product features. Unique background in Product Management, Development, and Operations coupled with domain expertise in AI/ML Enterprise Cloud, Retail, FinTech, and HCM Software.

KEY TRAITS:

- Award-winning Chief Product Owner (CPO) / Single-Threaded-Leader (STL) / Amazon Bar Raiser
- High-growth Product Portfolios (\$20M - \$600M) and People Leadership (100+ people teams)
- Hands-on experience with both 0 -> 1 and 1 -> N successful Product Launches
- Innovation Leader in AI/ML at Amazon, Deloitte; created/led new Agentic AI team at Forter
- Multi-national products and teams (across 4 continents / 12 countries)
- Expertise in selling to senior leadership/board based on roadmap vision and clearly defined KPIs
- Startup Board Member that took 2 IT startups from idea to post-funded stages

PROFESSIONAL EXPERIENCE

BOARD MEMBER / STRATEGIC BUSINESS DEVELOPMENT 2024 - present

Currently on the board of 2 Tech startups and also advising on key strategies for Business Development at Forter (\$200M ARR Fraud Management company).

- Board Member at [AlertOps](#) since 2022: helping the company reach \$10M in ARR. Advising CEO and CTO on growth strategies and product innovation.
- Board Member at [MechanizedAI](#) since 2024: working closely with the CEO and CAIO (Chief AI Officer) on key product roadmap and innovation decisions. Instrumental in pitching to PE firms for fund-raising and/or exit (\$125M valuation).
- Strategic Business Development Advisor at [Forter](#) since 2024: recruited by the CRO to help Forter reach \$20M in ARR (on AWS MP) in 2025 by partnering with and selling on AWS Marketplace.

AMAZON (AWS MARKETPLACE), Atlanta, GA 2022 - 2024

HEAD OF PRODUCT (L7), CORE SERVICES

Reason for exit: Asked to relocate to Seattle as part of Amazon's RTO changes

Recruited by the VP (L10) of AWS Marketplace to head the Innovation and Product Management group that builds Core Services of AWS Marketplace that powers all of AWS MP APIs

- STL (Single Threaded Leader) for all Marketplace Searches, Billing, and Procurement APIs powering over 1 Billion searches and over 2 Million transactions each year
- Headed up AWS's first "Sponsored Ads" program that will allow customers to pay-to-play using ads bringing in \$22M in Year 1 revenue and on target to achieve \$70M+ in Year 2
- Head of the Innovation team including Data Scientists to fundamentally change traditional elastic searches to AI/ML based Semantic (conversational) Searches for more accurate results
- Led a 12 person team of senior PMs and partnered with the Head of Product Development to empower a 280-person Product team to deliver on critical AWS Marketplace functionality

DIEBOLD NIXDORF, Atlanta, GA

2020 - 2022

Diebold Nixdorf is the \$4.5B industry leader in the ATM/Banking domain with a vast portfolio of Software products serving Tier 1 Banks, Credit Unions, and Regional Banks in over 160 countries.

GLOBAL VICE PRESIDENT OF PRODUCT MANAGEMENT

Reason for exit: Company filed for bankruptcy (due to declining hardware sales during COVID)

Recruited by the CEO to be the CPO for the entire Global Banking Software portfolio with \$550M ARR. Delivered an annual growth rate of 9% by managing a team of 74 global product managers.

- CPO for 6 product portfolios (\$550M ARR) from ATM software to Digital Marketing
- Partnered with the CTO to engage 1200+ software professionals across 4 continents
- Reduced technical debt by 30% YoY while adding critical new features in each release which grew new business revenue by 24% across NAMER and EMEA
- Re-Architected and Re-Designed an aging Digital Marketing product; released new product in under 12 months to all existing customers + 3 new regions
- Conceived of and Built DN's first ever Cryptocurrency prototype (to buy/sell crypto at an ATM)

DELOITTE LLC., Atlanta, GA

2017 - 2020

VICE PRESIDENT OF PRODUCT - CLOUD ENGINEERING

Recruited by the Managing Director of Cloud Engineering to help lead the acquisition of a flagship Cloud Migration product, ATADATA.

- Acquired ATADATA for \$26M and grew it to over \$100M ARR in 2 years
- Inherited a team of 20 and grew it to over 75 product management and development team
- Built, trained, and mentored the entire Product team to re-design the legacy product into a NextGen 2.0 product utilizing the new .NET Core framework and a brand-new UI/UX in under 12 months
- Incubated Deloitte's new AI Innovation arm for Cloud Engineering; released a new automated right-sizing product for cloud environments to automate cloud usage for Enterprises in real time

ADP, Alpharetta, GA

2014 - 2017

SENIOR DIRECTOR OF PRODUCT MANAGEMENT, TLM

CPO for the \$600M TLM (Time & Labor Management) suite within HCM offering used by 55,000 clients.

- Consolidated 7 different "Time" solutions within ADP's portfolio into 2 simple products and drove a 160% sales volume increase in 2015
- Championed adopting Agile methodologies within TLM; investment in automation and adoption of TDD (Test Driven Development) models improved quality by 225%

NCR, Alpharetta, GA

2000 - 2014

SR PRODUCT MANAGER, HOSPITALITY

SR PRODUCT DEV MANAGER, RETAIL/WORKFORCE MANAGEMENT

- Started in Product Development for 10 years and moved into Product Management
- Headed up the Product Management team for Hospitality serving Cinemas and Stadiums

EDUCATION

EMERGING CHIEF PRODUCT OFFICER CERTIFICATION (2024)

Stanford Graduate School of Business, California

MASTER OF SCIENCE (MS) IN AI, coursework completed, without thesis

The University of Georgia, Athens, GA

BACHELOR OF ENGINEERING (BE) IN COMPUTER SCIENCE AND ENGINEERING
University of Madras, India

PROFESSIONAL CERTIFICATIONS | HONORS

- **“BAR RAISER”** award at Amazon in 2024; exclusive certification achieved by 1% of Amazonians
- Inducted into the **FORBES TECHNOLOGY COUNCIL** for the past 5 years
- **CERTIFIED SCRUM PRODUCT OWNER (CSPO)** from the Scrum Alliance
- **“REFUSE TO LOSE”** award at Deloitte in 2020 for exemplifying persistence and innovation
- **“EXCELLENCE IN INNOVATION”** award winner at the 2015 ADP Meeting of the Minds event
- Inducted into the **MARQUIS “WHO’S WHO”** list in 2024