

David Ferguson

Product Strategist | Technical Product Manager

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PROFILE

Product strategist and technical product manager who designs and builds large-scale digital platforms and the product strategy behind them. Brings deep roots in regulated industries, from financial trading systems (FIX, OATS/FINRA) to healthcare data and interoperability, paired with AI-enabled delivery. Has partnered with BCG and enterprise clients across MedTech, Financial Services, Telecommunications, Automotive, Industrial, and Commercial Real Estate.

CORE SKILLS

Product: Product Strategy & Vision, Platform Design & Build, Portfolio Strategy, Enterprise Modernization, Product Operating Models (Build-Operate-Transfer), Road mapping & Prioritization

Delivery & Technical: Agile/Scrum & PI Planning, Backlog Governance, Cloud-Native Delivery (GCP, AWS), API & Integration Strategy, AI-Assisted Product Management

Industry Experience: Expert in MedTech; experienced across Financial Services, Telecommunications, Automotive, Industrial, and Commercial Real Estate

EXPERIENCE

IBM Consulting — Digital Product & Engineering United States | Oct 2016 – Present (via the acquisition of Dialhexa)

Technical Product Manager Boston Consulting Group (Specialty Building Products) | Oct 2025 – Jun 2026

- Led product definition for Door Configurator 2.0, a greenfield enterprise CPQ platform consolidating multiple legacy systems across SBP business units.
- Restructured a backlog of hundreds of open epics into a governed structure, drove the team to a two-release-per-week cadence, and embedded generative AI into requirements and backlog work.

Product Strategist USAA | Jul 2025 – Sep 2025

- Built the Member & Channel product portfolio strategy, aligning five products and their leaders and connecting roadmap investments to enterprise objectives and funding.

Product Delivery Coach T-Mobile US | Aug 2024 – Jul 2025

- Coached product owners and engineering teams through the shift to a product-centric operating model; co-created the Delivery Health Radar and proved iterative delivery on the Redeploying Supportability initiative.

Product Manager Multi Service Fuel Card, a member of the Shell Group | Jun 2024 – Jul 2024

- Led voice-of-customer discovery and platform vision for a driver, fleet, and merchant ecosystem, delivering strategy, personas, journey maps, and a roadmap.

Technical Product Owner PNC Financial Services Group | Nov 2023 – May 2024

- Drove Small Business Banking delivery readiness across 27 epics and more than 1,100 user stories, surfacing 46 delivery gaps and preparing implementation-ready backlogs.

Product Strategist & Engagement Manager Navistar | Mar 2023 – May 2023

- Led strategy and a value case for the Fleet Charge payment platform, evaluating build-versus-vendor and operating-model options while owning overall engagement health.

Product Manager Cowboy Rack | Feb 2023 – Mar 2023

- Defined the product for a Western-lifestyle resale marketplace startup through competitive analysis, feature concepts, and an MMP scope built for funding readiness.

Product Manager Boston Consulting Group (Ascension Health) | Feb 2022 – Jul 2022

- Applied prior Digital Front Door experience to shape architecture and delivery strategy and de-risk a multi-team build.

Product Manager Boston Consulting Group (Dexcom) | Jan 2021 – Dec 2021

- Staffed as Product Owner and operating as Product Manager, led product across backend and patient apps in the CGM platform's cloud-native modernization under FDA review, the foundation of today's Dexcom G7 experience.

Product Manager Boston Consulting Group (Intermountain Healthcare) | Mar 2019 – Apr 2020

- As the first Dialexa staffed as a Product Owner, guided MyHealth+ Digital Front Door delivery and scaled telehealth and tele-behavioral health during the COVID-19 surge, with adoption beyond projections.

Business Analyst Jones Lang LaSalle (JLL) | Sep 2018 – Feb 2019

- Defined product capabilities and ran day-to-day client engagement during the project lead's absence, delivering a validated broker workplace-planning tool.

Quality Engineer Lead CBRE Group | Aug 2017 – Sep 2018

- Led quality and Scrum Master delivery on CBRE 360, a workplace platform showcased by Microsoft's CEO that launched in 2018 and became CBRE's Host platform.

Quality Engineer, Test Automation Flexdrive | Oct 2016 – Aug 2017

- Led test automation for a vehicle subscription platform that scaled to 25,000+ subscribers before Lyft acquired it in 2020.

EARLIER CAREER

Nexa Technologies (Penson Worldwide; later Desjardins) Texas | 2008 – 2016

- Eight years in regulated financial trading systems (FIX, OATS/FINRA reporting, clearing and order management), advancing from Tier II support to Quality Assurance Engineer. The foundation of David's regulated-industry fluency.

LEADERSHIP & COMMUNITY

- Co-creator of the trademarked Collaborative Quality™ delivery methodology, and instructor of the internal course that teaches it.
- Built and led a two-year Quality Delivery internship program, owning candidate screening, interviews, and offers.
- Founded and led Dialexa's first formal DE&I initiative for five years (2020–2025), including the annual LGBTQIA+ Pride program.

CERTIFICATIONS & EDUCATION

Certifications: Professional Scrum Master I (PSM I); IBM Product Management Foundations; IBM watsonx.ai Generative AI; AWS Technical Professional; Enterprise Design Thinking (Practitioner & Co-Creator)

Education: Computer Science & Software Engineering coursework, Richland College (53 credit hours, 3.55 GPA)