



## John-Mason P. Shackelford

*DevOps expert, product manager, inventor, strategic planner, mentor, avid reader of technical material as well as history, philosophy and classic fiction, hiker, nature-lover, family-man.*

### MISSION

*To craft software which delights customers, is famous for quality and reliability, advances the state of the art and challenges me to learn new things— and to help others excel in the same.*

### OFFICE

HCL Software  
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### WEB

[in jpshackelford](https://www.linkedin.com/in/jpshackelford)

*John-Mason is a DevOps SME, product manager and inventor who works with customers and development teams to invent new products and capabilities, solving problems for early-adopting customers and the broader market.*

**WORK EXPERIENCE** 19 years in software | 8 years product management

### Product Manager, Solutions (Innovation Lab)

HCL Software | August 2019 - Present

### Sr. Product Manager, UrbanCode (since Oct 2011)

HCL Software | February 2018 - July 2019

- Lead product management for **UrbanCode Velocity** product from concept to launch defining a new Value Stream Management product category.

IBM | July 2013 - Feb 2018 | Sr. Product Manager & Engineering Manager

- Lead product management and engineering for **UrbanCode Release** product from concept through launch to early production years.
- Top rated product in Gartner, Forrester and Ovum analyst reports.
- Granted patents for IP developed for the product.
- Concept to launch for other offerings including **UrbanCode Mobile**, **IBM Cloud Continuous Release**.

UrbanCode | October 2011 - July 2013 | Bootstrapped start-up

- Guided **UrbanCode Deploy** product through its first year of production implementations on front line of customer interactions, backlog and deliveries.
- During this year we pulled ahead of competing products, displacing a competitor's partner relationship with a major vendor (Serena).
- Lead all of engineering, aggressively hiring in the run up to acquisition by IBM.
- Assisted with due diligence effort for IBM acquisition.

### Sr. Engineer, Lean Transformation Office

Pearson Education | May 2002 - Oct 2011

- Launched **Release Engineering / DevOps** practice automating build & deployment across eight product lines.
- Served VP of Development and eventually CTO by leading agile transformation, training & coaching seventeen product teams amplifying a grassroots movement.

See <http://john-mason.shackelford.org/resume/résumé-2011.pdf> for technical roles stretching back to 2000.

### DOMAIN EXPERTISE

Continuous Delivery, DevOps, Agile, Lean, Value Stream, Configuration Management, Release Engineering, Deployment Automation, Release Management, Continuous Integration, TDD/BDD.

### TRAVEL

John-Mason frequently travels to customer locations. Customer engagements include: process and product design workshops, product implementation planning, implementation strategy review and advice, sales team support.

### CERTIFICATIONS & TRAINING

- Pragmatic Marketing (Foundations, Focus, Build, Price)
- IBM Design Thinking Camp
- ASQ Statistical Quality Tools
- ASQ Cost of Poor Quality (COPQ)
- Value Stream Mapping / Leading Lean Events
- Scrum Tuning with Jeff Sutherland
- Certified Scrum Master (CSM)
- ISO 9001:2008 Auditing
- Perforce Consulting Partner (PCP)
- Perforce Certified Trainer (PCT)