

Scott Hebner

CMO | Product Executive | Business Strategist

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Executive History

- VP Marketing Strategy
- CMO, Data & AI for Business
- CMO & VP Product Management, Smarter Cloud & Infrastructure
- CMO & VP Product Management, Application Lifecycle Platforms
- VP, Digital Channels, Global Technology Services
- VP, Demand Generation, Software Group
- VP, Developer & Business Partner Programs
- Director, Product Management, WebSphere e-Business Platform
- Director, Open Standards Technology Strategy
- Program Director, Systems Application Architecture

Overview

- Impactful technology and go-to-market strategist, specialized in AI for business, the digital technology flywheel and business transformation blueprints
- Dynamic executive leader who applies a strong technical, business, and financial acumen to achieve a sustained history of business outcomes
- Extensive leadership experience across diverse software, infrastructure, and services businesses, spanning marketing, product management, and strategy
- Career coach and mentor with a talent for organizational design, team building, people development, and cross-functional collaboration

Highlights

- Recognized as an industry thought-leader in digital business transformation, causal AI, hybrid cloud and emerging software technologies
- Designed IBM's corporate marketing strategy, portfolio prioritization, campaign blueprint and "levers of digital business" strategic narrative
- Led the creation of IBM's AI for business strategy, portfolio positioning, strategic messaging, and journey to AI campaigns.
- Co-led the transformation of IBM's watsonx AI and data analytics portfolio resulting in a newly integrated hybrid cloud data fabric & AI platform
- Deployed the IBM's first "always on" digital channels and as-a-service experiences across its enterprise software and technology services businesses
- Managed demand generation and pipeline management for IBM's aggregate \$26B enterprise software business, including its large-scale conferences
- Led the integrated marketing and product management organizations for three of IBM's largest enterprise software businesses
- Created IBM's first large-scale business partner programs which resulted in over 900 co-marketing partnerships and dozens of strategic alliances
- Managed strategic partnerships across major IT open standards organizations and an ecosystem of vendors driving new open e-business technologies

Education

- B.S in Computer Systems Engineering - University of Massachusetts
- Graduate of Executive Leadership Academy - IBM Think Academy)
- Certification in AI for Business Strategies - Wharton Business School)
- Certification in the Foundations of Causal AI - causaLens
- Certified in Financial Accounting - Harvard Business School)

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