

KIM BARTKOWSKI PRODUCT & TRANSFORMATION

Customer Strategy, Digital and Product Strategy, Corporate Ventures



Kim is a connector. Accomplished leader of internal and external transformation programs now consulting with global companies in financial services, distribution and energy sectors with the ability to develop new, strategic business and technical capabilities that support transformation goals. High-level of experience in the creation and establishment of new corporate ventures including product engineering, talent acquisition, sales and delivery operations, and culture development. Experienced board facilitator and presenter. Currently working with leading global Fortune 500s to hone and execute innovation initiatives and product strategies.

KEY AREAS OF EXPERTISE

User and Customer Experience

Brings innovation and develops new business models, and the org designs to support them, ensuring the best design practices are embedded at inception. Provides human-centered insights into data, AI and automation in transformation agendas.

Talent Development Engages with leaders to build competency in industry-leading AI design practices that improve the quality and craft of design research, user experience design, service design, and visual design across User journeys and Intelligent Workflows enabled by AI and Hybrid Cloud.

Product Strategy, Design and Engineering

Founding member for IBM Garage, an operating model, way of working and performance management system that modernizes business practices using design thinking, Agile, value orchestration, and DevOps.

Complex Program Management

Manages diverse team consisting of multiple disciplines and spread over multiple geographies. Ability to forge strong sense of connection between the team and other departments.

Strategy for Digital Futures

Outside-the-box thinking that demonstrates ability and willingness to develop innovative, exciting solutions to business problems. Possess passion to challenge status quo and find new solutions that delight people.

Value Management and Business Case Development

Developed a facilitated workshop and toolkit that allows cross-functional teams to co-create value frameworks and prioritization tools needed to track business outcomes. Developed a management tool that tracks the value of design and its contribution to an organization's strategy and operations.

EXECUTIVE BOARD & COMMITTEE EXPERIENCE

Krung Thai Bank, Co-Chair Transformation Board July 2023 - current

Krung Thai Bank Public Company Limited engages in commercial banking for individuals, corporate and institutional customers headquartered in Bangkok, Thailand. Their net income is 10.16B (\$1.6B AUD) and 27.96B (\$5.7B AUD) in revenue. Krung Thai Bank and IBM have entered into a joint-venture agreement to develop a digital talent capability centre. In my role as co-chair of the joint-venture's board I am:

- Defining the establishment of board ceremonies for transformation operations management.
- Identifying and recruiting board members.
- Advising on the development of the value framework that will be used by the board to make decisions.
- Advising portfolio and product leads on the development of board papers and packages for investment.
- Committee member for recruiting efforts to attract talent to the newly formed Joint Venture.

IBM, Design Review Board April 2022 - current

The International Business Machines Corporation, nicknamed Big Blue, is an American multinational technology corporation headquartered in Armonk, New York and is present in over 175 countries. The company's net income is \$1.63B (\$2.55B AUD) and \$60.53B (\$99.5B AUD) in revenue. The IBM Design Review Board was established in 2014 to provide a platform for the capability and management of design activities across IBM's consulting, product and research business units. As Chief Design Officer of IBM Consulting APAC, it is my responsibility as a:

Board member

- Co-chair board meetings for bi-annual promotion cycles for design leadership positions including remuneration.
- Facilitate cross-organisational engagement to align design capabilities to IBM's go to market strategy and offerings.

Committee member for Design Operations

- Support the development of the design career framework in IBM from entry-level to senior executives.
- Review and advise on design capability curriculum across software product development and consulting services.

University of Technology, Sydney, Industry Fellow August 2019 - current

The University of Technology Sydney is a public research university located in Sydney, New South Wales, Australia. The university was founded in its current form in 1988. The university receives a \$2.12B endowment and recorded \$3.5B AUD in revenue in 2021. My responsibility as an industry fellow is to advise on the Digital Creative Enterprises 4-year undergraduate curriculum, a newly established major in the School of Business Management:

- Annual curriculum review
- Identification of industry SMEs to participate in lecture series and workshops
- Contribute thought-leadership and establish industry networks for research teams

Woodside Energy, Executive Coach to the Board Chair of the Accelerator August 2019 - July 2020

Australia's largest independent dedicated oil and gas company headquartered in Perth, Australia. The company's net profit after tax is \$1.01B AUD and revenue is \$6.9B AUD. The Woodside Accelerator is the company's enterprise transformation unit responsible for reducing OPEX by 30%. My responsibility to the board chair was to:

- Develop enablement programs for Woodside executive directors to champion new ways of working and advise on innovation programs effecting business units across their supply chain.
- Advised product managers on board packages proving the ROI of early-stage product development.
- Coach and feedback on operational gaps in board and committee ceremonies

PROFESSIONAL EXPERIENCE

IBM Consulting Asia-Pacific, Partner, Chief Design Officer, Digital Product Engineering March 2016 - current
Drive adoption and scale of product engineering methods, toolsets, and organizational models into the end-to-end client experiences of IBM Garage, Ventures, and related offerings. Provide thought leadership in the emerging domain of Product Engineering working directly with clients through IBM's global delivery practices across Business Transformation, AI, and Hybrid Cloud Services.

Responsible for innovation and developing new business models, and the organizational designs to support them, ensuring the best design practices are embedded at inception. Provides human-centered insights into data, AI, and automation in transformation agendas.

- Responsible for User and Client experiences across elite and premier accounts across Asia-Pacific.
- Building the Product Engineering business with P&L responsibility across 10 countries in APAC.
- Working with clients to develop their enterprise transformation strategies across wealth, energy, and distribution sectors.
- Accountable for the capabilities of 400 designers and product owners practicing agile, lean startup, lean UX, DevSecOps, design thinking, and strategic foresight.
- Directly manage 30 cross-functional and distributed teammembers across business development, commercials, product management, data science, design, AI and fullstack development.

EARLY CAREER

Cummins & Partners, Melbourne – Executive Director for Customer and Digital Strategy	Jan 2015 – Dec 2015
Publicis New York – Executive Creative Director for Proctor & Gamble FMCG brands	Oct 2012 -Dec 2014
Arnold New York – Executive Creative Director for FMCG brands	July 2011 – Oct 2012
Digitas New York – Group Creative Director and North American Director of Mobile Strategy	Sept 2007 – Oct 2012
Agency Magma – Co-Founder of brand strategy and design agency	Aug 2004 – Sept 2014
Red Tettemer Philadelphia – Art director	July 2000 - Aug 2004

AWARDS AND RECOGNITION

2023 B&T Women in Media Judge
2022 IBM Distinguished Designer, an executive level appointment that follows an intensive peer, and corporate review of a candidate's impact to the company, professional eminence, and portfolio of work.
2022 Finalist Australia Women Leading Tech Awards
2021 Cannes Design Lions Judge
2019 B&T Women in Media Judge
2019 Young Lions Judge
2018 Cannes Creative Data Lions Judge
2018 Young Lions Judge
2014 Effie Award Judge

3-Part Series on Intelligent Workflow Design, Medium published by Medium, 2020-2022

Contributing Author, Interactive Design: An Introduction to the Theory and Application of User-Centered Design, September 2012

Published in UX Magazine, Finding Your Mobile Niche, May 2011

PROFESSIONAL MEMBERSHIPS, CONFERENCES AND TEACHING

2024 - 2023 Women on Boards Australia
2024 - 2021 University of Melbourne Business School, PhD candidate sponsor
2024 - 2019 University of Technology Sydney, Industry Fellow
2023 - IBM THINK Conference Sydney
2022 - 2020 University of Melbourne Business School, Masters of Entrepreneurship, Lecturer
2020 - 2018 IBM Enterprise Design Thinking Chapter Lead
2019 - IBM Design Advocates Summit, Sydney and Auckland
2019 - IBM THINK Conference San Francisco, IBM Garage
2018 - IBM THINK Conference A/NZ, Brand Belonging Think Tank
2016 - Lecturer, Miami Ad School Sydney, Ideas Presentation
2016 - Bond University Human-Centered Design and Branded Experience Workshop
2013 - 2014 Thesis Advisor, School of Visual Arts, MFA program Designer as Entrepreneur
2011 - 2013 Guest speaker at School of Visual Arts, MFA program Designer as Entrepreneur

EDUCATION

MIT Sloan, Platform Revolution, May 2016
IDEO, Insights for Innovation, Storytelling for Influence, Human-centered Service Design, 2016-2018
AAAA Advanced Advertising Program, 2001
Rochester Institute of Technology, 1999, BS, Photography, Design and New Media
Sophia University, Tokyo, 1998, Japanese Studies

Australia and US citizenship