

James W. O'Connell

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PRODUCT LEADER | AUTHENTICATION, AUTHORIZATION & IDENTITY SECURITY PLATFORMS

Product leader with 10+ years owning enterprise authentication, authorization, and identity security platforms at scale. Deep hands-on background in OAuth 2.0, OIDC, token lifecycle management, API security, RBAC/ABAC, and service-to-service identity. Proven track record translating complex platform investments into measurable business outcomes across global engineering integrations, regional compliance requirements, and internal developer enablement programs. Skilled at leading through influence in highly matrixed organizations and aligning Security, Engineering, Legal, and senior leadership around a unified platform vision.

TECHNICAL EXPERTISE

Authentication & Authorization (OAuth 2.0, OIDC, API Keys, Session & Token Lifecycle) • API Security & Gateway Architecture • Service-to-Service Identity • RBAC / ABAC • Zero Trust • Access Lifecycle Management • Developer Platform Enablement • ML-Based Anomaly Detection • Cross-Functional Platform Leadership • Global Regulatory Compliance

PROFESSIONAL EXPERIENCE

Nike, Inc. – Enterprise Identity & Security Platforms | August 2023 – Present

Lead Product Manager | San Francisco, CA (Remote)

- Owned product strategy and roadmap for Nike's enterprise authentication & authorization platforms, securing consumer and enterprise digital experiences across multi-region cloud infrastructure securing ~\$9B in annual transactions
- Led modernization of identity platform supporting OAuth 2.0, OIDC, token lifecycle management, and service-to-service identity patterns enabling secure, compliant access across global ecosystems, unlocking ~\$1.5B in revenue
- Drove platform modernization to improve scalability, resiliency, and security posture while reducing friction across developer integration flows, achieving 100% company-wide adoption
- Built AI-powered developer onboarding and integration tooling for security APIs and SDKs, improving implementation speed by 25% and reducing authentication misconfiguration and support overhead
- Enabled ML-driven anomaly detection and adaptive access controls to identify suspicious authentication behavior, reduce account risk, and accelerate threat response by 50%
- Defined and tracked platform KPIs spanning authentication reliability, adoption, access risk, and security posture — used operational telemetry to guide backlog prioritization and long-term platform investment
- Partnered with Engineering, Security, and Architecture teams to define platform standards for identity federation, permissions governance, access lifecycle management, and downstream trust propagation across distributed systems
- Collaborated cross-functionally with Engineering, Security Infrastructure, Legal, and senior leadership to translate complex security, compliance, and regulatory requirements into extensible, scalable platform capabilities

Nike, Inc. – Identity, Privacy & Security Platforms | February 2020 – August 2023

Senior Product Manager | San Francisco, CA (Remote)

- Owned product strategy for global identity, permissions, privacy, and security platforms, building account and access foundations powering secure digital experiences across 50+ international markets
- Designed and shipped scalable consent and permissions management systems enabling users to securely manage account identities and data access across Nike digital products, boosting revenue by ~\$100M
- Managed migration of high-priority identity data and athlete access systems implementing secure access controls and lifecycle management processes protecting assets valued at ~\$80M
- Owned migration and modernization of marketing consent API endpoints, improved platform interoperability and governance controls, driving ~\$30M in incremental revenue
- Led cross-functional UX design, development, and rollout of front-end user permissions services across ~50 regions and languages; balanced privacy, security, trust, and UX goals at global scale
- Partnered with Legal, Security, and UX to translate complex regulatory and data residency requirements into extensible platform capabilities aligned with global compliance standards
- Applied analytics, experimentation, and operational metrics to define and track adoption, reliability, and risk reduction initiatives across identity and privacy systems

CoStar Group – BizBuySell.com | October 2016 – December 2019

Product Manager | San Francisco, CA

- Owned product roadmap & vision for marketplace platform, delivered capabilities that increased product adoption by 50%
- Led cross-functional teams to build API microservices for demand-side product features, enabled cross-site integrations and drove \$100K in incremental annual revenue
- Managed A/B tests and ecommerce funnel optimizations, improved conversions by 10% and grew monthly cross-sell revenue by \$30K
- Applied Google Analytics, HEAP, Optimizely, and SQL to validate enhancements and guide roadmap prioritization

Perricone MD – Ecommerce Platform | July 2015 – August 2016

Web Producer | San Francisco, CA

- Defined product roadmap, drove strategic enhancements, and analyzed A/B tests — increased average order value 20% and ROI by 10%
- Led \$120K CRM implementation, improved email campaign capabilities and boosted weekly revenue by \$10K

Genentech, Inc. | October 2011 – June 2015

Marketing Web Operations Manager | South San Francisco, CA

- Owned Salesforce web application products for vendors; led Agile engineering projects, exceeded onboarding goals and reduced management costs by \$122K
- Applied Excel, SQL, and SAS to create analytics reports, reduced average event costs by \$5K across \$5.3M in annual marketing spend

CERTIFICATIONS

Massachusetts Institute of Technology (MIT) | October 2024

Certification in Designing and Building AI & ML Products and Services

Pragmatic Institute | December 2021

PMC Level 1 Certification

Product School | August 2016

Certification in Software Product Management

EDUCATION

Thunderbird School of Global Management | May 2010

MBA in Global Management – Marketing Emphasis

Arizona State University | May 2003

BA in Humanities – Media Studies