



# MEETA VOUK

SENIOR PRODUCT EXECUTIVE

MEETAVOUK.COM

## BIO

*AI product executive with experience driving impactful product strategy, building and shipping Enterprise AI for the Global 10,000 customers driving growth for multibillion portfolios. 20+ years driving product strategy, product innovation, research innovation, go-to-market execution, and revenue growth across multi-billion dollar portfolios at Teradata and IBM. Proven track record launching enterprise AI platforms — from sovereign AI systems, Agent Stacks, to trusted AI for mission-critical workloads — while delivering measurable ARR growth through product innovation, innovative pricing models, strategic partnerships (NVIDIA, AWS, Google, unstructured.io), and innovative GTM strategy. Deep expertise in scaling large P&L and in commercializing breakthrough research into market-defining products, with 22 patents and multiple industry awards. Built and Led extremely high performing product, engineering and research teams. Currently VP Product Management for AI & Analytics at Teradata. PhD in Electrical & Computer Engineering and Adjunct Professor at NC State for 18 years, bridging academic research with enterprise innovation.*

## CONTACT

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## WORK EXPERIENCE

### TERADATA

2024 - PRESENT

#### VICE PRESIDENT, PRODUCT MANAGEMENT — AI & ANALYTICS

TERADATA | RALEIGH, NC

Own product management for enterprise AI for Teradata — defining product vision, strategy, roadmap, and go-to-market for a multi-billion-dollar portfolio serving Global 10,000 customers. Designing products for productizing AI for mission-critical, regulated workloads across the company's multi-platform architecture.

- **Enterprise AI Portfolio.** Built and launched Teradata's complete enterprise AI portfolio — Sovereign AI, Vector Store, Feature Store, ModelOps, AI Workbench, AgentStack — defining the category for enterprise-grade AI on customer-owned data.
- **Agentic AI Strategy.** Set Teradata's position in agentic AI — shipped AgentStack and the MCP server framework, giving enterprise customers a governed path to deploy, manage, and scale AI agents in production.
- **Strategic Alliances.** Anchored Teradata's strategic AI alliances with NVIDIA, AWS, Google Cloud, Microsoft, Unstructured.io, Pinecone, Wisdom AI, Karini AI — positioning the company across the cloud and silicon stack and accelerating market reach.
- **Customer Co-Creation.** Established Teradata's enterprise AI Design Partner Program — executive engagement with strategic customers to co-define product strategy and align the AI roadmap to mission-critical business outcomes. Trusted advisor across pre-sales, delivery, and expansion — driving deals and unblocking revenue.
- **Operating Model.** Co-led Teradata's enterprise AI operating model alongside executive peers in engineering, GTM, and operations — orchestrating eight cross-functional groups (CTO, GTM, Support, Operations, Marketing, Analyst Relations, CSA, Pricing) for end-to-end execution accountability from product inception through revenue.
- **Market Position.** Earned Leader positioning across multiple Gartner Magic Quadrants, IDC MarketScapes, and ISG Research evaluations — owning the analyst relations strategy and category narrative.

### IBM

2010-2024

#### DIRECTOR, PRODUCT MANAGEMENT & ENGINEERING — AI FOR IBM Z

2021 - 2024

IBM | RALEIGH, NC

Owned Product Management and Engineering for AI on IBM Z (a multi-billion-dollar business) — setting vision and strategy, running product management and engineering, and leading go-to-market across global cross-functional teams from product through customer success.

- **AI Product Portfolio:** Built and launched IBM Z's complete AI product suite — AI Toolkit, Machine Learning for z/OS, Synthetic Data Generator (open source), AI Solution Templates — winning the FinTech Futures Banking Tech Award and iF Design Award.
- **Trusted AI:** Shipped Explainable and Trusted AI capabilities for mission-critical transactional workloads — establishing the responsible AI standard for enterprise adoption on the platform that runs the world's most reliable financial systems.
- **Research-to-Product Pipeline:** Partnered with IBM Global Research Labs to translate AI research into production — shipping synthetic datasets, solution templates, Trusted AI, and AI Libraries from lab to revenue.

## EDUCATION

PhD, Electrical & Computer Engineering  
North Carolina State University | Raleigh, NC |  
2003 – 2007

- Dissertation: Hardware Architecture of a Behavior Modeling Coprocessor for Intrusion Detection

MS, Electrical & Computer Engineering  
North Carolina State University | Raleigh, NC |  
2001 – 2003

- Dissertation: Networking protocol for Mobile Devices.

## CORE SKILLS

- Large P&L ownership
- Enterprise AI & generative AI product strategy
- Agentic AI & multi-agent systems
- Sovereign AI · Trusted AI · AI governance
- ModelOps · LLMOps · vector databases
- Mission-critical & regulated workloads
- Product strategy, vision & portfolio management
- Pricing, packaging & monetization
- Go-to-market strategy & ARR growth
- Strategic partnerships, alliances, M&A
- Analyst relations (Gartner, Forrester, IDC)
- Customer co-creation & design partner programs
- Research-to-product commercialization
- Patent filing & IP strategy (22 patents)
- Engineering & research leadership
- Global team leadership (100+ across continents)
- Cross-functional operating model
- Global Function Transformation

- **Customer Co-Creation.** Established the IBM Z AI Customer Council — executive engagement with Tier-1 enterprise customers to validate strategy and co-develop the AI roadmap. Built dedicated engagement teams to accelerate adoption globally.
- **Global Build-Out.** Stood up IBM Z's AI Center of Excellence in India with a high-performing team — scaling productization capabilities and extending delivery capacity across international markets.
- **Growth.** Drove 45× growth in client engagement and adoption over three years — directly contributing to portfolio revenue expansion.
- **Product Management Transformation.** Authored IBM's company-wide Product Management operating model — adopted across every business unit, defining roles, responsibilities, lifecycle, and career banding for the PM function at company scale.

## DIRECTOR OF PRODUCT — IBM AUTOMATION

IBM |RALEIGH, NC & WINCHESTER, UK

2019 - 2021

Owned three strategic product portfolios — DevOps, Cloud Pak System & Mobile Foundation, Application Integration (>\$1B+ combined) — full P&L across strategy, roadmap, and go-to-market with global product teams.

- **Multi-Portfolio P&L:** Owned strategy and full P&L across DevOps, Cloud Pak System & Mobile Foundation (>\$500M), and Application Integration (>\$500M) — \$1B+ combined, driving global product teams against revenue targets.
- **AI Transformation.** Drove DevSecOps transformation through AI and automation. Launched AI-infused integration capabilities — grounded in ethics, security, and explainability.
- **Strategic Wins.** Anchored the GitLab partnership. Launched Gen 4 Cloud Pak System. Drove +9-point NPS improvement and 2% portfolio revenue growth across Application Integration.
- **Customer-First Discipline.** Built the customer feedback engine across the product organization — NPS loops, user research, and iterative delivery — converting voice-of-customer insights into GTM wins and measurable revenue impact.

## HEAD OF IBM RESEARCH SINGAPORE

IBM |SINGAPORE

2018 - 2019

Led IBM Research Singapore — a global lab of high-performance researchers, engineers, and designers advancing Blockchain, AI, and Secure AI from research to commercial deployment.

- **Research-to-Product.** Translated applied research into high-impact deployments across government and enterprise — AI-powered crowd management for Singapore's Land Transport Authority, maritime safety systems, shared KYC platforms, electronic Bill of Lading infrastructure, and Central Bank Digital Currency frameworks.
- **Scientific Excellence.** Published in top-tier academic journals, filed high-value patents, and ran the research-to-product pipeline feeding IBM's commercial AI and Blockchain offerings.

## CHIEF DATA OFFICER & SENIOR PRODUCT LEADER — MULTIPLE ROLES

IBM |RALEIGH, NC

2010 - 2018

- **Program Director, Product Management** — Blockchain Technologies. Owned IBM Blockchain Platform SaaS end-to-end — vision, strategy, roadmap, and execution from concept to commercial launch.
- **Chief Data Officer** — Blockchain Technologies. Established IBM's Blockchain business unit in the foundational CDO role; delivered IBM Blockchain Platform SaaS. Named Top 5 CDO globally by Innovation Magazine; platform recognized as Gartner Leader.
- **CTO of Innovation** — IBM Middleware. Built and led the innovation engine across Business Analytics, IoT, and Messaging. Directed a multi-million-dollar Joint Program with IBM Research. Co-invented the IBM MQ high-speed messaging appliance — hardware shipped, customers running in production today. Filed 22 patents across messaging, AI, integration, and hardware.

## REFERENCES

- Barry Baker — GM, Infrastructure, IBM
- Marie Weick — Retd. General Manager, IBM
- Harriet Green — Former Chair & CEO IBM APAC, IBM
- Michael Hutchinson — COO, Teradata
- Louis Landry - CTO, Teradata
- Richard Petley - CRO, Teradata
- Chris Twogood — SVP Marketing, Teradata
- Michael Curry — President Data Modernization, Rocket Software
- Juan Carlos Soto — Tech Executive, Ex-IBMer
- Michael Rappa — Distinguished University Professor, NC State

## NORTH CAROLINA STATE UNIVERSITY

2007 - PRESENT

### ACADEMIC & RESEARCH LEADERSHIP

INORTH CAROLINA STATE UNIVERSITY | RALEIGH, NC

#### Adjunct Professor, Electrical & Computer Engineering:

2007 - PRESENT

Led scientific reserach and developed and taught advanced graduate courses in ASIC Verification and Hardware Architectures for Networking Applications:

- **Academic Impact:** Designed a graduate curriculum that scaled far beyond NC State — adopted across 28 universities worldwide and producing a pipeline of engineering talent hired by top-tier technology firms.

#### Senior Research Scholar, Electrical & Computer Engineering

2007 - 2010

- **Scientific Research:** Led research on ASIC security vulnerabilities, circuit design for space applications, and advanced hardware verification techniques — winning several competitive research grants and contributing to both academic literature and applied engineering practice.

## AWARDS & RECOGNITION

- **AI Excellence Award** — Business Intelligence Group, 2024
- **Best AI Solution:** Data Insights & Knowledge Management — FinTech Futures Banking Tech Awards USA, 2025 (IBM Synthetic Data Sets)
- **iF Design Award** — Machine Learning for IBM z/OS (MLz) Transactional AI Platform, 2025
- **Safety Innovation Award** — Lloyd's List Intelligence, IBM Research Singapore
- **Top 5 Chief Data Officers Globally** — Innovation Magazine
- **Outstanding Technical Achievement Award** — IBM
- **Multiple Innovation & Business Impact Awards** — IBM (internal recognition for innovation and commercial outcomes)
- **22 Patents Filed** — across AI, messaging, integration, and hardware technologies

## PUBLICATIONS (SCHOLARLY & THOUGHT LEADERSHIP)

- Yadav, M., Venkatachalaiah, A., & Franzon, P.D. "Hardware Architecture of a Parallel Pattern Matching Engine." IEEE International Symposium on Circuits and Systems (ISCAS), 2007, pp. 1369–1372.
- Yadav, M., Hamilton, P., Sears, R., & Franzon, P.D. "A Configurable Classification Engine for a Polymorphous Chip Architecture." NC State University, ECE, 2007.
- Yadav, M., Jenkal, R.S., Oden, B., & Franzon, P.D. "Developing Infrastructure for an Advanced ASIC Verification Course." NC State University, ECE, 2007. (Curriculum adopted by 28 universities globally.)
- Yadav, M. "Hardware Architecture of a Behavior Modeling Coprocessor for Network Intrusion Detection." PhD Dissertation, North Carolina State University, 2007.
- Yadav, M. "Four Steps to Create Blockchain Networks for Businesses and Governments." Forbes, 2018.
- Vouk, M. "It Starts with an Open Mind: Enterprise Blockchain Developer Skills." Medium, May 2019.
- Vouk, M., & Tzortzatos, E. "Bringing the Power of Transactional AI to the World's Money." Medium, November 2023.
- Vouk, M., & Tzortzatos, E. "IBM Accelerates Enterprise AI for Clients with New Capabilities on IBM Z." IBM Blog, 2023.
- Vouk, M. "Leveraging Popular Open Source AI Frameworks to Infuse AI into IBM Z and IBM LinuxONE Applications." IBM Blog, 2023.
- Vouk, M. "AI Governance and Ethical Implementation." Corner Alliance, 2024.
- Vouk, M. "Enterprise Vector Store and NVIDIA Enterprise AI Factory." Teradata Blog, 2025.
- Vouk, M. "Trusted AI: The Only Currency That Scales Globally." Phrase, 2025.
- Vouk, M., Balakrishnan, R., & Miller, T. "Teradata + Unstructured: Native Unstructured Data Ingestion for Enterprise AI." Medium, March 2026.
- Vouk, M. "From Predictive to Composite AI: The Six Pillars Reshaping Enterprise Intelligence." Medium, March 2026.