



MEETA VOUK

SENIOR PRODUCT EXECUTIVE

BIO

Transformational AI product leader with 20+ years driving product strategy, 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 and agentic AI frameworks to trusted AI for mission-critical workloads — while delivering measurable ARR growth through innovative pricing models, strategic partnerships (NVIDIA, AWS, Google), and customer co-creation programs. Deep expertise in commercializing breakthrough research into market-defining products, with 22 patents and multiple industry awards. 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.

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.

WORK EXPERIENCE

TERADATA

2024 - PRESENT

VICE PRESIDENT, PRODUCT MANAGEMENT — AI & ANALYTICS

TERADATA | RALEIGH, NC

Led AI Product Management team, Enterprise AI product strategy, Roadmap, and Delivery across Teradata's multi-platform architecture, serving Global 10000 clients across a multi-billion dollar business.

- **Enterprise AI Portfolio:** Defined and brought to market Teradata's complete Enterprise AI product suite — Sovereign AI, Enterprise Vector Store, Enterprise Feature Store, ModelOps, AI Workbench, and AgentStack — establishing Teradata as a trusted leader in enterprise-grade AI.
- **Agentic AI Strategy:** Architected the MCP server strategy and AgentStack framework, enabling enterprise customers to deploy, manage, and scale AI agents across complex multi-node environments.
- **Strategic Partnerships:** Built and managed AI ecosystem partnerships with NVIDIA, AWS, Google, Microsoft, and Unstructured.io — expanding platform capabilities and accelerating market reach.
- **Customer Engagement & Co-Creation:** Engaged directly with the customer base to showcase AI vision, co-define use cases, and align product capabilities to mission-critical business outcomes — establishing an AI design partner program for deep co-creation, while operating as a trusted advisor and field presence across pre-sales, delivery, and expansion stages to drive deals and unblock revenue.
- **Cross-Functional Leadership:** Aligned eight stakeholder groups — CTO, GTM, Support, Operations, Marketing, Analyst Relations, CSA, and Pricing — ensuring execution accountability from product inception through commercial delivery.
- **Analyst Recognition:** Directed analyst briefings and Magic Quadrant / MarketScape responses, achieving Leader positioning across multiple Gartner MQs, IDC MarketScapes, and ISG Research evaluations.

IBM

2010-2024

DIRECTOR, PRODUCT MANAGEMENT & DEVELOPMENT — AI FOR IBM Z

IBM | RALEIGH, NC

2021 - 2024

Led vision, strategy, product management, engineering, and go-to-market for AI on IBM Z systems — a multi-billion dollar business — leading cross-functional teams across product, engineering, and client success.

- **Full-Stack AI Innovation:** Defined and delivered a complete AI product suite for IBM Z — AI Toolkit, Machine Learning for z/OS, Synthetic Data Generator (open source), and AI Solution Templates — earning multiple industry awards including the FinTech Futures Banking Tech Award and iF Design Award.
- **Trusted AI at Scale:** Led development of Explainable AI and Trusted AI capabilities for mission-critical transactional workloads, enabling responsible AI adoption at enterprise scale on the world's most reliable compute platform.
- **Research to Product Pipeline:** Partnered with IBM Global Research Labs to translate cutting-edge AI research into production-grade commercial offerings, shortening the path from innovation to market. IBM synthetic datasets, Solution templates, Trusted AI, AI Libraries.
- **Customer Engagement & Co-Creation:** Established an AI Customer Council to validate strategy and co-develop the AI product roadmap with enterprise customers — while building dedicated client engagement teams to accelerate adoption across global markets.
- **Global Operations:** Established an AI Center of Excellence in India to scale AI productization capabilities and extend delivery capacity across international markets.
- **Growth & Adoption:** Drove 45x growth in client engagement and adoption over three years, directly contributing to portfolio revenue expansion.

CORE SKILLS

- Enterprise AI/GenAI Product Management
- Product Strategy & Vision
- Customer Engagement
- Agentic AI & Multi-Agent Systems
- Go-to-Market Strategy & ARR Growth
- Customer-Centric Innovation
- Research & Deep Tech-to-Product Commercialization
- Strategic Partnerships
- Customer Co-creation & Design Partners
- Engineering Leadership
- Analyst Relationships
- Pricing, Packaging & Monetization
- Global Team Leadership (100+ members)

REFERENCES

- Barry Baker — GM, Infrastructure, IBM
- Marie Weick — Retd. General Manager, IBM
- Harriet Green — Former Chair & CEO IBM APAC, IBM
- Michael Hutchinson — COO, 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

CONTACT

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- **Product Management Transformation:** Led an IBM-wide initiative defining roles, responsibilities, lifecycle management, and career banding for Product Managers across all business units.

DIRECTOR OF PRODUCT — IBM AUTOMATION

IBM | RALEIGH, NC & WINCHESTER, UK

2019 - 2021

Led product strategy, roadmap, and market delivery across three strategic portfolios with full P&L ownership — managing global product teams and cross-functional execution at scale.

- **Multi-Portfolio Leadership:** Owned product strategy and P&L across DevOps, Cloud Pak System & Mobile Foundation (>\$500M) and Application Integration (>\$500M) — aligning global product teams to revenue targets and market priorities.
- **AI-Infused Innovation:** Delivered DevSecOps transformation using AI and automation; launched AI-infused integration capabilities grounded in principles of ethics, security, and explainability.
- **Strategic Partnerships & GTM:** Established strategic partnership with GitLab; launched Gen 4 Cloud Pak System; drove +9 point NPS improvement and delivered 2% portfolio revenue growth across Application Integration.
- **Customer-Driven Growth:** Championed a customer-first product culture through NPS feedback loops, continuous user research, and iterative delivery — translating voice-of-customer insights into GTM optimizations and measurable revenue impact.

HEAD OF IBM RESEARCH SINGAPORE

IBM | SINGAPORE

2018 - 2019

Led a global research lab of researchers, software engineers, and designers advancing Blockchain, AI, and Secure AI technologies across both scientific and commercial objectives.

- **Research Productization & Commercialization:** Translated applied research into high-impact real-world deployments — including AI-powered crowd management for Singapore's Land Transport Authority, intelligent maritime safety systems, shared KYC platforms, electronic Bill of Lading infrastructure, and Central Bank Digital Currency frameworks for government and enterprise clients globally.
- **Scientific Excellence:** Drove publication in top-tier academic journals and filing of high-value patents, while maintaining a direct research-to-product pipeline feeding into 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: Led the vision, strategy, and end-to-end delivery of IBM's Blockchain SaaS offering, defining the product roadmap and driving execution from concept to market.
- **Chief Data Officer** — Blockchain Technologies: Led cross-functional team delivering IBM Blockchain Platform SaaS and played a foundational role in establishing IBM's Blockchain business unit. Named one of the top 5 CDOs globally by Innovation Magazine; platform recognized as a Gartner Leader.
- **CTO, Innovation** — IBM Middleware: Built and led an engineering team of researchers and engineers incubating innovations across Business Analytics, IoT, and Messaging. Directed a multi-million dollar Joint Program with IBM Research; co-invented the MQ high-speed messaging appliance and filed 22 patents.

NORTH CAROLINA STATE UNIVERSITY

2007 - PRESENT

ACADEMIC & RESEARCH LEADERSHIP

INORTH CAROLINA STATE UNIVERSITY | RALEIGH, NC

Adjunct Professor, Electrical & Computer Engineering:

2007 - PRESENT

Led scientific research 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.