

DMITRY KALINCHENKO

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PRODUCT | STRATEGY | INNOVATION

I work at the intersection of strategy, research, and product — helping teams make sense of complexity and turn it into clear, actionable opportunities. My background includes building innovation frameworks, conducting customer discovery, shaping early-stage product direction, and translating insights into decision-ready narratives. I've worked across B2B, enterprise, and emerging tech contexts, often in ambiguous environments with no clear playbook.

CORE COMPETENCIES

- **Executive story-telling & narrative development.** I know how to distill abstract information into a visually-compelling narrative to relate complex ideas in a way that is understood by executive-level stakeholders.
- **Customer Discovery, qualitative & quantitative research.** I have led dozens of conversations with customers, stakeholders and industry influencers. Fielded and analyzed data from several surveys with 100+ responders.
- **JTBD & Outcome-Driven Innovation:** I have a deep understanding and practical experience with several widely-used strategic innovation frameworks including Jobs to be Done, Outcome-driven Innovation, Futuring & Backcasting approaches, and innovation pipeline development.
- **Financial & market analysis:** I have built financial pro formas for early-stage ventures, TAM/SAM models, created market landscapes, and done user ROI analysis for various hypothesized product features and use cases

EXPERIENCE

Sr. Manager, Market Research & Strategy (January 2025 – Present) | [Verizon Connect](#)

Own the voice-of-customer & competitive-intel programs fueling the telematics roadmap.

- Create briefs on market and technology trends (including LLMs, GenAI, etc.) and their impact on the business.
- Analyze market size (TAM/SAM) and growth (CAGR) to shape product and business strategy.
- Package findings into C-suite narratives; regularly brief SVP responsible for \$700+ M ARR line.

Sr. Manager, Strategic Insights (February 2023 – January 2025) | [Verizon](#)

Built and led skunk-works team translating chaotic B2B customer data into product bets for 5G-enabled software.

- Created an LLM-powered framework to capture, analyze, and package insights from Verizon's B2B customers.
- Partnered with stakeholders to leverage these insights to drive product roadmaps, marketing and sales strategy and GTM activities around new software and network products. Led monthly insights webinars with 100+ attendees.

Innovation Manager (November 2021 – February 2023) | [Verizon New Business Incubation](#)

Identified market gaps and drove strategy for net new top-of-the-network software businesses that take advantage of Verizon's 5G and mobile edge compute (MEC) assets.

- Incubated supply-chain-transparency POC leveraging Verizon 5G + computer-vision AI; secured first pilot customer.
- Facilitated ideation workshops generating 120+ ideas; introduced criteria-based scoring rubric to rank opportunities.

Lead Product Owner (April 2020 – November 2021) | [Lumen Technologies](#)

- Led agile squad building exec KPI dashboards and delivered monthly KPI readouts to SVP-level stakeholders
- Instituted value-decomposition framework adopted across 6 product teams.

Senior Associate (May 2019 – November 2019) | [Strategyn](#)

Ran innovation programs that leverage qualitative and quantitative, survey-based, data-driven research approach (Outcome-Driven Innovation) to understand customer needs and develop product strategy for Fortune 500 CPG & MedTech companies.

Consultant (March 2016 – April 2019) | **Analyst** (March 2014 – March 2016) | [The Inovo Group](#)

Ran innovation pipeline development programs that used structured approach to generate 100s of early stage ideas and down-select to several well-developed strategies that client companies could execute on.

Project Manager Scrum Master (June 2013 – December 2013) | [HookLogic](#)

At HookLogic, I ran Scrum ceremonies, groomed backlog and did some product management work for a 9-person dev team.

Consultant (May 2012 - May 2013) | **Business Analyst** (September 2010 - May 2012) | [Enovio](#)

Consulted several companies in construction, utility and higher ed sectors on matters of process improvement and cost-cutting.

EDUCATION

MS Information Science | University of Michigan, Ann Arbor, MI

BA Economics, BA Sociology | University of Michigan, Ann Arbor, MI

Continuous Learning & Certifications: [Professional Scrum Master](#), [Prompt Engineering](#), [Intro to GenAI](#), [Hypothesis-Driven Development](#), [Digital Product Management: Modern Fundamentals](#), [Agile Design Thinking](#)