

KIRK BANKS

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EXECUTIVE SUMMARY

Senior product executive with 17 years building and scaling product organizations for consumer and marketplace platforms. Most recently led Ticketmaster's global mobile product strategy across 21 countries, taking the app from my early growth-team roots to the company's leading consumer platform: 35M+ MAUs and \$10B+ in annual revenue. Known for defining product strategy at the company level, pairing deep technical fluency with the team-building and operating systems that unlock growth. Track record of leading company-wide product transformations, launching new revenue channels from concept to market, and aligning product, engineering, and business leadership around long-term platform vision. I build with AI daily at senior-engineer level. Seeking a senior product leadership role where I can define product vision and strategy, drive growth at scale, and build high-performing product organizations.

PRODUCT LEADERSHIP IMPACT

- Owned global mobile app product strategy, scaling the platform from 2M to 35M+ MAUs, generating \$10B+ in annual revenue
- Delivered a company-defining global app platform transformation, aligning 100+ product, engineering, and business stakeholders
- Created Ignite Apps, a net-new B2B2C revenue channel, establishing an enterprise client pipeline and long-term growth vector
- Built and scaled a global product organization and operating system (DRI ownership, real-time dashboards) to support product-led growth
- Introduced AI-augmented product development across the organization; personally ship production code with AI daily

PROFESSIONAL EXPERIENCE

TICKETMASTER (Live Nation Entertainment)

Los Angeles, CA

Vice President, Product

May 2021 – May 2026

Promoted twice during nine years as scope expanded from US growth to global product ownership.

Senior Director, Product - Mobile Apps, Discovery & Search, and Growth

Jun 2019 – May 2021

Senior Director, Product - Growth, App & Web

Jul 2017 – Jun 2019

Led all mobile app product strategy, technical architecture, and business outcomes across a top 100 free app, built from early US growth into a 21-country consolidation that the company had attempted and failed to deliver before me.

- **Organization Building:** Built and led the global mobile product organization: product management reporting directly, with dotted-line leadership of design and engineering, structured in funnel-aligned pods (acquisition, activation & engagement, revenue & retention, innovation, foundation). Coached direct reports into senior leadership roles. Recognized by engineering and design partners for investing in cross-functional team development and product-engineering collaboration.
- **Global App Platform:** Led end-to-end delivery of Ticketmaster's global app platform: an 18-month staircase rollout consolidating separate country apps across 21 markets onto one platform. Aligned 100+ product, engineering, and business stakeholders; established the delivery strategy, risk framework, and execution model. Result: all-time record engagement on a unified global codebase.
- **Fan Engagement Strategy:** Authored and presented a 3-year product vision to executive leadership, capitalizing on the global app platform to expand the event lifecycle from pre-event through post-event. Led development of the company's first App Beta, a rebuilt native experience designed as the next growth engine.
- **Product Operating System:** Designed and implemented the product operating system for the executive team: product principles, a 46-metric AARRR framework correlating engagement behaviors to retention and LTV (anchored by a favorites engagement signal grown from zero to 1B+ entries), and DRI ownership across the organization. Deployed a live product-strategy dashboard giving executives real-time visibility into performance and execution.
- **New B2B2C Revenue Channel (Ignite Apps):** Identified and launched a new B2B2C revenue channel, extending Ticketmaster's mobile platform to external partners through a 3-SDK architecture (accounts, retail, tickets) that stands up client apps in weeks. First client launched in 2025 with 5+ in pipeline and a path to 100+ deployments.
- **AI-Augmented Product Development:** Introduced AI-augmented product development practices across the organization: prototyped AI Search end-to-end, new AI-powered UI/UX, and performance-instrumentation tooling, and personally merged ~35 PRs into the iOS and Android codebases at senior-engineer level. Led AI upskilling across product, design, and tech orgs.
- **Growth & Scale (2017–2020):** Founded and scaled Ticketmaster's first Growth Team. Grew US/CA app MAUs from 2M to 10M+ (1 in 8 US mobile users installed the app). Expanded push notification reach from 14% to 41%. App revenue surpassed \$2B annually, overtaking mobile web as the #2 revenue source. Re-architected the Discovery website experience onto React/CMS: SEO +22%, retention +9%, revenue +17%.

LEGALZOOM

Director of Product Management

Promoted to Director within one year after leading the product that drove the business line turnaround.

Senior Product Manager

Los Angeles, CA

Apr 2016 – Jun 2017

Apr 2015 – Mar 2016

- **Business Line Turnaround:** Took ownership of a \$30M+ estate planning product portfolio, rebuilding the roadmap and business model to deliver +12% YoY growth and establish the line as the top contributor to company growth. Managed P&L across 15+ subscription and transactional products, and recruited and mentored product managers at all levels.
- **Pricing & Packaging:** Launched "Estate Plan Bundle" (hybrid subscription/transactional) on elasticity-tested pricing: grew to 50%+ of line revenue, +8% AOV, +22% LTV, +27% subscriber growth. Drove conversion +13%, improved margins 9% through digitization.
- **New B2B2C Market:** Led the company into a \$500M B2B2C market with a new employee benefits product. Navigated complex B2B HR platform integrations. Established a Product Marketing department.

PRICEGRABBER

Product Manager

Los Angeles, CA

Nov 2013 – Apr 2015

- **Product Launch:** Built and launched "Smart Stores," an inline contextual commerce product adopted by 100+ publishers in year one.
- **Monetization Systems:** Improved CPC bidding and click scoring governing 250M+ annual clicks.
- **Stakeholder Alignment:** Coordinated roadmap across 7 business units in two countries.

EARLIER CAREER

Los Angeles, CA · 2009 – 2013

Party Earth - Associate Product Manager. Designed and shipped an in-house ticketing platform.

Scientific eCommerce (Founder & CEO) - B2B2C software startup. Built platform with international engineering team serving clients end-to-end.

CORE COMPETENCIES

Organizational Leadership: Cross-Functional Leadership · Team & Org Development · Product Operating Systems · Executive Stakeholder Alignment · Product-Engineering-Design Collaboration · P&L Ownership

Product Leadership & Strategy: Product Strategy & Vision · Product Organization Building · Global Product Rollouts · Product-Led Growth · Consumer, Marketplace & Platform Products · B2B2C Product Strategy

Product Development & Technology: Mobile Platforms (iOS, Android, React Native) · AI-Native Product Development (LLM APIs, Agentic Workflows) · Hands-On Engineering (Swift, Kotlin, JS, Python, AWS)

Growth & Analytics: Growth & Engagement Strategy · AARRR Metrics Frameworks · SEO & Acquisition · Analytics & Experimentation

EDUCATION

Bachelor of Science, Computer Science

Vanderbilt University, School of Engineering