

JOSHUA HERB

AI Product Leader | AI, Gaming & Retail Innovation
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PROFESSIONAL SUMMARY

AI Product Leader with 10+ years of product management experience and 4+ years driving computer vision, machine learning, and IoT innovation at enterprise scale for 7-Eleven. Spearheaded self-checkout and cashier-less retail programs generating \$30M+ in annual savings while serving millions of customers across 13,000+ stores. Built and led cross-functional teams of 80+ engineers, managed \$11M+ budgets, and launched 0-to-1 AI products from concept through nationwide deployment. Deep expertise in in-game commerce strategy, connected platform architecture, and AI-powered customer experiences. Seeking to apply this track record of AI/ML product leadership.

CORE COMPETENCIES

AI/ML Product Strategy • Computer Vision & Edge AI • In-Game Commerce & Gamification • Platform & API Architecture • IoT & Sensor Fusion • Player & Customer Engagement • Stage-Gate Innovation (P.R.E.P.P.) • Cross-Functional Team Leadership • Budget & P&L Management • Vendor Negotiation & Hardware SOWs • Agile / Scrum at Scale

PROFESSIONAL EXPERIENCE

Group Product Manager – Digital R&D | 7-Eleven / 7Next

Jan 2022 – Present

Lead the full AI/ML product portfolio for 7-Eleven's R&D division, spanning computer vision checkout, IoT operations, connected platforms, in-game commerce, and enterprise AI tooling. Direct 80+ developers and QA across 8 persona-based teams with an \$11M+ annual budget.

AI Governance & Tooling (Context Catalog)

- Created an internal AI governance platform enabling discovery, sharing, and telemetry tracking of AI tools (prompts, skills, agents, plugins) across the enterprise, eliminating redundant development and reducing onboarding friction.
- Delivered MCP server integration, SSO authentication, admin governance workflows, and a self-serve UI from concept to production MVP in under 6 weeks. This is now core to 7Eleven's Enterprise AI initiative.
- Developed a Persistent memory layer platform for the enterprise to centralize context for the organization.

In-Game Commerce (7GG – 7-GoodGame)

- Led strategic exploration of real-time in-game commerce for food ordering during gameplay and gamified reward integration.
- Led partnership discussions with Overwolf, Microsoft, Xbox & Xbox Game Pass.
- Tied our challenge orchestration and gamification logic directly to in-game telemetry.
- Developed partnership frameworks with gaming ecosystems to embed 7-Eleven ordering and loyalty rewards directly into player experiences.

Self-Checkout & Computer Vision (QCO / Tabasco)

- Orchestrated the development of an in-house computer vision self-checkout using depth cameras (Intel RealSense D400), edge-server architecture, and proprietary ML models, scaling from a single-store pilot to thousands of stores nationwide.
- Achieved 98% single-item CV accuracy and 120+ daily unmanned transactions per unit during pilot; expanded from 1/3 product coverage to full catalog recognition.
- Pioneered the Tabasco self-checkout platform, delivering an estimated \$30M in annual cost savings through optimized hardware, signage, and software integration.
- Negotiated comprehensive SOWs with manufacturers for hardware construction, installation, and enterprise-scale maintenance across thousands of locations.
- Awarded the Rising Star Award for leadership in AI/Computer Vision across 7-Eleven Digital's cashier-less initiatives.

Gamified Crowdsourcing (7Quest)

- Designed and launched a gamified crowdsourcing framework in the 7-Eleven mobile app, testing hypotheses around task completion, store-visit conversion, and operational data quality.
- Created a geo-fenced experience for each store with customized quests for customers to complete in the store.

IoT & Store Intelligence

- Led an IoT sensor ecosystem initiative (temperature, door, equipment monitoring) across phased rollouts from 1-store pilot to 20+ stores, targeting 10% reductions in maintenance truck rolls and write-offs.
- Defined KPIs, procurement strategy (Avnet Guardian modules, gateways), and a unified dashboard for real-time store equipment visibility.

Digital Price Tags (DPT)

- Piloted Hanshow digital price tag deployment across 4 stores (DFW and Florida), managing vendor relationships, SKU mapping, and fixture configuration for real-time pricing modernization.

R&D Strategy & Innovation

- Managed multi-year R&D budgets (2023–2026), IT cost estimation, and Smart Store Steering Committee presentations to executive leadership.
- Led R&D expansion initiatives targeting global markets and new technology verticals.

PREVIOUS EMPLOYERS

Senior Product Owner | AMN Healthcare – Silversheet

Mar 2021 – Dec 2021

- Drove roadmap, epics, and sprint delivery for Credentialing, Payor Enrollment, and Integration products serving healthcare enterprises across the United States.
- Led client interviews from requirements gathering through implementation, translating complex clinical workflows into actionable Agile user stories.
- Collaborated cross-functionally to align stakeholders on priorities within the AMN product and vendor ecosystem.

Certified Product Owner | FACTS Management

Feb 2015 – Feb 2021

- Shipped enterprise-scale products including 3rd-party API portals, Active Directory integration, Salesforce connectors, and analytics dashboards with full P&L ownership.
- Presented to 4,000+ conference attendees across multiple cities; led webinar training, sprint ceremonies, and executive roadmap reviews.
- Coordinated monthly roadmap prioritization across multiple Scrum teams and maintained high-fidelity P&L metrics across the product lifecycle.

CEO / Proprietor | H.L. Studios: Academy of Music Performance

Mar 2013 – Aug 2017

- Founded and operated a private music school: recruited instructors, developed curriculum, managed payroll and budgets, and negotiated institutional partnership contracts.

TECHNICAL SKILLS

Languages & Frameworks: Python, JavaScript, C#, HTML/CSS

AI/ML & Vision: Computer Vision (Intel RealSense, Edge AI), ML Development, Sensor Fusion, IoT Platforms

Platforms & Tools: AWS, GitHub, GitLab, Claude Code, Docker, N8N, JIRA, Confluence, Microsoft Office Suite, Unity, Salesforce,

AWARDS & INTERESTS

- Rising Star Award (2024) – 7-Eleven Digital, for leadership in AI/Computer Vision and cashier-less retail initiatives.
- Emerging Leader Award (2025)
- Indie Game Development – First commercial release set for 2028 (2+ years in active development)
- Band: They Were Giants - new single release (Out Of Time) on all streaming platforms.