

# Phil Gilbert

General Manager, IBM Design

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As General Manager of IBM Design, Phil Gilbert sets the strategy for and leads the transformation of product design at IBM. IBM Design is focused on three things: recruiting & retaining top designers, scaling the consistent practice of great design across IBM, and simplifying access to IBM's broad portfolio of capabilities. Previously, Phil led the Business Process Management segment for IBM, where he drove the simplification of its portfolio and the ease-of-use of its products. Phil joined IBM in 2010 via the acquisition of Lombardi Software where he was President. Phil is a recognized leader in the technology industry and holds multiple patents. In addition to leading three successful start-ups, he is a respected thought leader who regularly shares his expertise on topics of portfolio and software design, design governance, strategy and culture with clients and organizations around the world.