

Adam Thomas

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Product Person

Analytical and results-driven computer science professional with over 10 years proven experience in product management and development. Two time founder that is able to steer the design, development, and delivery of comprehensive data sets, actionable dashboards, and data-driven recommendations. Skilled at defining customer requirements and product vision. Capacity to drive the product roadmap and execution. Instrumental in collaborating with cross-functional teams to work with external partners.

Areas of Expertise

- 360 Feedback
- Big Data/AI/ML Data Science
- Go-To Market Strategy
- Long Term Product Strategy
- Software Product Management
- Customer Research
- Business Strategy
- Documentation & Reporting
- Verbal Communication
- Brand Development
- User Experience
- Pricing Analysis

Professional Experience

Informed – Jersey City, NJ

2018 to 2019

Director of Product

- Reorganized engineering process that increased throughput, expanding the consumer portfolio from one product to three using cross-functional teams with Agile and LEAN.
- Hired and managed eight individual contributors - design, research, marketing, and product management teaching skills like statistics and research that improved our feature usage and NPS from 15 to 40.
- Created business growth through pricing analysis and analytics- leading to a 50% increase in base pricing.
- Managing/negotiating contracts with international vendors which led to the continuance of grandfathered services and improved our return on ad-spend by 95%

Datalogue – New York, NY

2018

Senior Product Marketer

- Successfully delivered unique value proposition to customers by devising go-to-market strategies.
- Provided strategic and operational direction to product, marketing, and sales management functions.
- Steered efforts towards client retention and customer-base development.
- Enhanced customer experience through quality services and support.

Philosophie Group Inc. – New York, NY

2017 to 2018

Product Strategist

- Introduced product concepts, innovation, and technology trends to companies through workshops and talks that led directly to product development and funding from venture capitalists.
- Worked with clients on android and iOS Mobile Apps that digitized their entire workforce in Central and South America.
- Rendered exceptional quantitative and qualitative data research services as UX lead that led to a successful launch and a product line that is still in service today.
- Built client's customer development pipeline; contributed to soft launch and attained viral coefficient of 8.6.

Continued...

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Arcade School – New Jersey, NJ

2016

CEO/Founder

- Transformed e-learning space by introducing innovative programs.
- Spearheaded online and offline initiatives to help people find careers in video game industry.
- Directed a small, highly skilled team for seamless business operations.
- Led business operations with a focus on the achievement of short- and long-term goals.

DTCC – New York, NY

2010 to 2016

Technical Product Manager, (2014 to 2016)

- Contributed to development and implementation of a long-term strategy for enterprise software/hardware and network for a group of mainframes, controlling passage of up to 1.8 quadrillion dollars annually.
- Drove installation, roll out, and support of five software products.
- Generated \$40K annual savings for the company by managing two clean-up efforts.
- Credited for supporting disaster recovery and achieving 100% pass rate from external auditors.

System Programmer, (2010 to 2016)

- Ensured seamless workflow by providing remarkable 24/7 support for mainframe.
- Kept abreast with disaster recovery best practices and implemented checks for mainframe.
- Successfully programmed automation routines leveraging REXX/Java.
- Recognized for delivering high output printing support (VPS).

The Gamer Studio – New Carrollton, MD

2008 to 2011

CEO/Founder

- This was my first startup - and I'm including it because it was the beginning of my adventure in tech. I built the CMS from scratch in PHP in my college dorm room and eventually grew it to 30 contributors. Sold it in 2011, and it's where I cut my teeth on product management as well as a leader.

Education & Credentials

altMBA

Seth Godin altMBA --- 2016

Bachelor of Science in Computer Science

University of Maryland Eastern Shore --- 2010

Certifications: Software Product Manager (SPM) Certification | Scrum Master Certificate (SMC) | ITIL Foundation Level | **Marist** Mainframe Professional | **Harvard Business School** -Fundamentals of Business

Software: Pendo, Google Analytics, Mixpanel, Intercom, Klipfolio, G2 Track, Mode, Segment, Figma, Balsamiq, Invision, Slack, Microsoft Office (Excel, Word, Powerpoint), JIRA, Trello, ProdPad, Abstract, HEAP, Mailchimp, Confluence

Publications: Mind the Product, Product Craft, UX Insider, Product Management Insider, Noteworthy