ADAM SINCLAIR

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PROFESSIONAL SUMMARY

Product Management leader with the technical knowledge, business understanding, and user empathy required to build products that delight users and meet strategic objectives. Over 10 years of experience managing teams through the full cycle of product delivery, including: roadmap definition, UX/UI design, functional specification, prioritization, execution, testing, and data analytics.

- Hands-on, data-driven engineer leading Agile teams, managing OKRs, solving problems, and delivering results
- MBA with deep business knowledge across the e-learning, financial, real estate, legal, and customer service industries
- Innate talent for translating complex concepts into simple language between business users and technical engineers
- Excellent communication, presentation, and reporting skills; great rapport with senior executive leadership and end users
- Expertise implementing cloud hosting, application security, single sign-on, localization, and data integration via APIs
- 3+ years hiring, managing, and mentoring product managers; fostering teamwork, customer centricity, and best practices

RELEVANT EXPERIENCE

Principal Product Manager, Cornerstone OnDemand, Tel Aviv, Israel **2018 - Present**

Cornerstone OnDemand was acquired in October 2021 for $5.2 billion

- Managed 3 product teams to execute roadmap driving 20-40% year-over-year growth of the $102 million ARR content subscription business (fastest growing flagship product at Cornerstone)
- Built the Cornerstone Content Cloud, an API-driven integration platform massively expanding the TAM of our content subscription business by 300x by enabling sales to any 3rd party learning management system
- Executed AI-driven "skills-based learning" strategy to auto-tag all e-learning content with skills, enabling stellar content recommendations based on a user's skills and career interests
- Launched API integrations with major content providers, such as Skillsoft/Percipio, edX, and Coursera, powering the ingestion and modification of 300K+ learning objects as we strive to be the "Netflix of Corporate Learning"
- Collaborated with product teams across the globe; innovated 3-5 minute lively Camtasia-edited demo videos to asynchronously align with product and executive leadership teams

Head of Product, VinciWorks, Jerusalem, Israel **2011 - 2018**

VinciWorks was acquired in October 2021 for £54 million

- Drove 10X revenue increase by building products used by most of the top 100 UK law firms (over 200K end users)
- Scaled growth of Israel office by 400% by implementing Agile, Kanban, JIRA, and Jing for managing development, Lean Startup product methodology, and Highrise CRM for managing clients and deals
- Launched three B2B SaaS products for the legal industry from idea to market: a learning management system, a risk management system, and a flexible data collection tool (Omnitrack) to track and manage all types of information
- Defined product vision and built UX/UI mockups and specifications through close collaboration with key stakeholders
- Solved application functionality and performance issues with SQL, New Relic, Google Analytics, and migration to AWS
- Boosted customer satisfaction and minimized course incompletions by setting and tracking KPIs

EDUCATION

Master of Business Administration (MBA), University of Southern California, Los Angeles, CA

Master of Real Estate Development (MRED), University of Southern California, Los Angeles, CA

Bachelor of Science (BS) in Industrial Engineering, Columbia University, New York, NY

SKILLS AND INTERESTS

- SQL, Jira, Kanban, Scrum, Excel, Camtasia, Amplitude, Google Analytics, New Relic, Dragonboat, UserVoice, AWS
- Online courses in AWS, Web Development, Advanced SQL, Machine Learning, Data Science, Product Management
- Mother tongue US English, intermediate proficiency in Hebrew
- Hip hop karaoke (https://www.youtube.com/watch?v=_JVA7zpTBHE)
- CrossFit, biohacking, intermittent and extended fasting; focused on continuous improvement and longevity

References available upon request