ADAM SCHWENK

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PRODUCT MANAGER

Data-focused product leader with 10+ years of experience creating and launching consumer-facing mobile and AI/ML applications across startups and Fortune 500 companies. Passionate about developing intuitive products that align with business goals and deliver meaningful user experiences. Skilled in 0-1 product development and live operations, guiding products from vision to launch in fast-paced, agile environments. Strong track record in cross-functional collaboration, user-centered design, and leveraging emerging technologies to drive product innovation. Open to positions in Chicago or remote.

PROFESSIONAL EXPERIENCE

Independent Consultant – Product Strategy & AI Innovation, Remote, USA
April 2023 to Current
COACHING SEASON - Bootstrapped startup democratizing career growth through professional coaching services.
- Integrated Generative AI and AI/ML technologies to enhance personalization, automate responses, and create tailored coaching pathways.
- Led CRM selection and software evaluation, reducing costs by 20% while driving product development with a user-centered design approach.
- Hired and managed design and development team members, building early-stage talent pipeline.
- Aligned engineering, marketing, operations, customer success, and sales on product vision, developing a strategic roadmap and launching a complete booking flow and website redesign within the target timeframe.

NAVY FEDERAL CREDIT UNION – Developed product strategy and enterprise adoption framework for generative AI technologies.
- Created an AI adoption framework that reduced onboarding time by 30%, accelerating company-wide implementation of Microsoft and GitHub Copilot.
- Increased internal AI adoption by 40%, developed a structured product evaluation methodology, test plans, user acceptance criteria, and FAQs that helped pilot teams make faster, more confident decisions.

VERIZON, San Francisco, CA
Oct 2019 to Apr 2023
Principal Product Manager, Product Innovation
Led feature development and live operations for Verizon Messages (32M+ users) and Verizon My Numbers, driving AI-driven automation and engagement. Transitioned to the Innovation Incubation Team, leading ideation, prototyping, and execution of new product concepts.
- Developed AI-powered chatbot automation and smart messaging for Verizon Messages (32M+ users), cutting response times by 40% and boosting user satisfaction by 25%.
- Secured a patent for an AI-driven reminder feature, enhancing engagement and retention within Verizon Messages.
- Drove a 300% revenue increase within 6 months for Verizon My Numbers, enhancing UX and AI-driven communication tools, leading to tripled active subscriptions and 4+ star app ratings.
- Partnered with 5+ startups to expand Verizon's AI-driven product portfolio, launching next-gen accessibility, entertainment, and learning solutions.
- Mentored and trained product managers, developing internal training materials to improve cross-functional collaboration and onboarding efficiency.

WELLS FARGO, San Francisco, CA
Nov 2018 to Oct 2019
Growth Product Manager (Contract)
Led 0-1 development and launch of Greenhouse, a banking and budgeting app tailored for Millennials and Gen-Z.
- Increased engagement by 35% by designing an improved user journey and integrating multi-channel messaging (email, in-app, push, SMS).
- Drove a 20% increase in user acquisition by launching an incentivized in-app referral system.

CAPITAL ONE, San Francisco, CA
Apr 2015 to Jan 2018
Senior Product Manager/Product Owner–Small Business Mobile
Led 0-1 development and launch of Spark Business, driving mobile strategy, product vision, execution, and analytics.
- Designed and implemented an analytics framework in Mixpanel, improving deposit success rates by 10% through user funnels, customer research, and A/B testing.
- Increased app downloads by 30% and improved ratings from 3 to 4.5+ stars by refining UX flows and leveraging customer insights.
- Onboarded and managed two junior product managers, providing career development and mentorship.

OPENWAGER, San Francisco, CA

May 2014 to Apr 2015
Principal Product Manager, Mobile Social Casino
Drove development and launch of USA Today Bingo Cruise, the company's first revenue-generating product.
- Grew the company from pre-revenue to profitability, achieving a 10x ROI in the first year by optimizing in-game economies and monetization strategies.
- Increased player lifetime value by 30% and retention by 20% through feature innovation and live operations.

TOUT, San Francisco, CA
Jun 2013 to May 2014
Director, Product Management
Led development of mobile video capture, editing, and sharing tools for a social media startup focused on short-form video content.
- Increased user-generated content uploads by 20% through streamlined video creation and editing features.
- Improved platform retention by 35%, introducing gamification, AI-powered recommendations, and social sharing tools.

ATARI, San Francisco, CA
May 2012 to May 2013
Principal Product Manager, Mobile Games
- Launched RollerCoaster Tycoon Mobile, Atari's first social mobile game, defining the product strategy, roadmap, and live content execution.

iWIN, San Francisco, CA
Jun 2011 to May 2012
Principal Product Manager, Mobile Division
- Led the development and launch of 1v100 and Deal or No Deal, transitioning iWin into free-to-play mobile gaming.
- Negotiated and onboarded third-party game developers, securing partnerships that expanded mobile game offerings.

EDUCATION

Bachelor of Science in Environmental Engineering, California Polytechnic State University, San Luis Obispo, CA
Product Management for AIML, PM Exercises (2023)
Agile Product Workshop, General Assembly (2018)
Product Team Workshop, Silicon Valley Product Group (2018)

SKILLS

Product Strategy & Leadership
Agile (Scrum, Kanban), Cross-Functional Collaboration, Stakeholder Management, Growth Strategy, Business Process Improvement, OKRs, Data-Driven Decision-Making, MVP Development, User-Centered Design, Customer Research, Executive Communication, Competitive Intelligence, Regulatory Compliance (GDPR, CCPA, KYC).

AI & Technical Expertise
Generative AI, AI/ML, LLMs, NLP, SQL, Python, API Development, A/B Testing, Real-Time Analytics, Experimentation Frameworks, Test-Driven Development (TDD), Behavior-Driven Development (BDD).

Product & Data Tools
Jira, Confluence, Trello, Slack, GitHub, Pivotal Tracker, Figma, Adobe, Webflow, Google Analytics, Mixpanel, Amplitude, Looker, Tableau, Apptimize, Optimizely, Zendesk, ProductBoard, Zeplin.