Adam Langhals

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Technical Product Leader | Cloud Computing and SaaS Platforms | Agile and Team Leadership

Hands-on product leader with a proven record of building technology solutions for diverse industries and markets. Launching more than 25 software products and generating more than $100MM in revenue. Leading product strategy through hyper growth including 5x sales and 10x usage, delivering industry recognition and market leadership. Aligning business objectives, customer needs, and technology to deliver award-winning products from concept through launch, adoption, and deprecation.

PROFESSIONAL EXPERIENCE

TWILIO   FEBRUARY 2021 – JULY 2023

Senior Manager, Product Management, September 2022 – July 2023
- Led Product Management for the new Kubernetes-based application development platform for Twilio software engineers, developing the product vision, roadmap, and Product team structure, launching 8 new products in 6 months.
- Mentored and coached a geographically dispersed team of 6 Product Managers, fostering professional growth and enabling career advancement.
- Developed and implemented a comprehensive compliance framework for meeting SOC2, SOX, HIPAA, and PCI requirements on the new Kubernetes platform, ensuring on-time delivery.
- Leveraged DORA and NPS metrics to drive developer effectiveness and improve user satisfaction supporting 2000 microservices and 5000 developers.

Manager, Product Management, February 2021 – September 2022
- Successfully launched two compute products, Auto Scale 2.0 and Amazon Linux 2023, to drive Twilio's modernization initiative.
- Partnered with Program Management to lead a cross-functional team of Twilio engineers in containerizing 1500 microservices within an impressive timeline of 18 months.
- Transformed the user experience and enhanced documentation to significantly increase adoption of Envoy Service Mesh by 100% and decrease support requests by 30%.

FIFTH THIRD BANK   AUGUST 2017 – NOVEMBER 2020

Principal Product Owner, March 2019 – November 2020
- Partnered with Enterprise Architecture developing the cloud migration strategy, establishing the Cloud Center of Excellence and Cloud Adoption program.
- Grew Cloud Platform usage from launch through general availability with 25x increase in the first 12 months.
- Established a Cloud Training Program to reduce developer friction and drive adoption with an overall satisfaction among attendees of 95%.
- Developed a secure cloud platform achieving compliance with internal and federal regulatory standards.

Solutions Delivery Manager, August 2017 – March 2019
- Recruited and managed a team of 6 Data Analysts delivering Data Products including Data Integration, Governance, Modeling, Analytics, BI, & Visualization enabling the creation of the Enterprise Data Hub.
- Collaborated with architects and engineering to deliver a multi-year expansion of the data platform in support of new credit products.

- Optimized program execution with improved processes and tools, shrinking response time by 80%, leading to a 50% increase in stakeholder satisfaction.

INDEPENDENT CONSULTING   MARCH 2017 – SEPTEMBER 2017

Cloud Solutions Architect, March 2017 – September 2017
- Guided clients through agile and cloud transformations, increasing product agility, reducing deployment cycle time, and improving software quality.

AFFINITIV (FORMERLY ONECOMMAND)   MARCH 2004 – MARCH 2017

VP of Product and Technology, September 2015 – March 2017
- Built a team of 30, including Product Management, Architecture, Software Engineering, and Infrastructure Operations focused on transforming OneCommand products into new Affinitiv platforms.
- Conducted product assessments, resulting in strategic recommendations for consolidating applications and retiring underperforming products, saving 20% on maintenance costs.
- Achieved annual cost savings of over $800,000 by meticulously evaluating services, negotiating with vendors, and streamlining contracts from four separate entities into one.
- Launched a first-to-market solution for Facebook Custom Audience Campaigns creating OneCommand's most profitable product launch of 2016.
- Championed migration from physical servers to a virtualized environment, collapsing physical footprint, reducing hosting costs by 45%, improving platform reliability, and reducing scheduled maintenance.
- Eliminated performance gaps through software and infrastructure assessments, establishing service specific SLI/SLO targets, and pinpointing targeted development projects that improved service availability by 25%.

Staff Product Manager, January 2012 – September 2015
- Led end-to-end product management, driving the vision and UI design, incorporating customer feedback for successful product launches.
- Orchestrated the development and launch of OneCommand's modern multi-channel Advertising and Marketing platform, resulting in a 200% increase in customer volume within the first six months.
- Collaborated with Product Marketing to develop new go-to-market strategies, relaunching existing products with revised pricing and packaging, producing a 2x increase in sales close rates.

Data Platform Manager, January 2006 – January 2012
- Led the strategic development of the data platform, spearheading the creation of innovative applications, optimizing existing applications, and seamlessly integrating with customers and vendors; delivered a 20% reduction in system downtime.
- Orchestrated an impactful data performance improvement project, driving a 60% decrease in load time through optimized transformation strategies, enhancing operational efficiency and reducing processing bottlenecks.
- Consolidated redundant data centers into a single location dropping costs by 50%.

CERTIFICATIONS

PROFESSIONAL SCRUM PRODUCT OWNER   OCTOBER 2020

AWS CERTIFIED CLOUD PRACTITIONER   MARCH 2019

EDUCATION

MIAMI UNIVERSITY, OXFORD OH
Computer Systems Analysis