Adam Root

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Senior Product Management Executive

Accomplished senior executive with 15+ years of experience propelling businesses through digital innovation, consistently driving exceptional product experiences and sustainable business growth.

Experienced product leader with distinguished track record spanning product lifecycle management, business development, innovation, digitalization, and strategic entrepreneurship. Recognized as consummate business strategist adept at synthesizing consumer, brand, and market insights into comprehensive plans that drive revenue expansion and profitability. Renowned for pioneering product innovation and steering billion-dollar decisions by leveraging global trends, industry challenges, consumer understanding, and technical feasibility. Versatile innovator, known for adeptly guiding high-performance teams from ideation to market dominance. Highly trusted by Fortune 500 companies to lead digital transformations that deliver exceptional experiences to all stakeholders. Specializes in B2B, enterprise, and SaaS product management, with deep understanding of underlying technologies and unwavering commitment to excellence.

Areas of Expertise

- iOS/Android Product Management
- Cloud Computing / Enterprise Software
- Marketing Strategy / Business Analysis
- Merger & Acquisition, and Due Diligence
- Social Media, Product & Content Marketing
- Email Marketing & Advertising

- Agile Methodologies
- New Business Development
- Decision Making & Growth Hacking
- Team Building, Training & Leadership
- Process Improvement & Optimization
- Customer Journey/Experience

- Software as a Service (SaaS)
- SEO & E-commerce
- Web Design & Development
- User Interface Design
- Strategic Partnerships
- Stakeholder Management

Career Experience

VP of Product & UX, Nieghborly, Dallas Fort Worth Area   **APR 2024 – Present**

Oversaw multi-functional team of directors across product management and user experience to optimize a product portfolio focused on increasing franchisee owner operational efficiency, and average revenue per customer.

- Led the development and launch of key brands onto field service management application for franchise owners resulting in 50% decrease in task completion and 100% in time to complete task.
- Spearheaded the development and release of a groundbreaking AI-powered feature for our field service management tool. This innovative solution leverages drone technology and computer vision to autonomously scan and assess homes, drastically reducing inspection times by 33%. A prime example of this feature's impact is its ability to enable a home inspector to thoroughly evaluate a 3,000 sq ft home with 80 defects in under 90 minutes – a feat previously unheard of in the industry.

VP of Product, Core Team, Toptal, New York City Metropolitan Area   **Jan 2022 – April 2024**

Led management of cross-functional teams in product development for enterprise clients, resulting in creation of software solutions that significantly boost revenue, optimize operational efficiency, enhance market competitiveness, and reduce customer attrition.

- Exhibited exemplary leadership as Principal Product Manager in driving digital innovation initiatives for multinational utility company with market capitalization exceeding $44Bn.
- Achieved successfully projecting reduction in costs by $4Bn and predicting 40% growth in solar-powered connections.
- Excelled as Senior Growth Product Manager for non-governmental organization (NGO) with budget of over $1Bn, focusing on securing donations from foundations, high-net-worth individuals, and channel partners.
- Launched application expected to generate $30M in donations, dynamically showcasing impact across 100 countries in real-time.
- Developed comprehensive AI-driven marketing automation solution, CRM, and Deal Approval application for $1Bn hospitality company, https://www.wash.com/.
- Enhanced marketing efficiency by leveraging AI to autonomously generate Email, Landing Page, and SMS content, associating these assets with triggers, and facilitating lead nurturing into marketing qualified leads.

- Streamlined Sales Customer Relationship management portal to automatically allocate leads to sales representatives based on territory, optimizing lead management.
- Implemented automated process enabling sales representatives to link marketing qualified leads to opportunities and proposals, enhancing sales workflow.
- Introduced opportunity financials system integrated with deal approval engine, enabling programmatic deal approvals and streamlined manual approval or rejection workflows for sales opportunities.

VP of Product, FieldPulse - Field Service Software, Dallas/Fort Worth Area — Jan 2019 – Dec 2021

Oversaw development of essential aspects of customer experience, including CRM, agreements, price-book, proposals, payments, dispatch, and scheduling. Recruited and guided teams in five diverse countries, overseeing Product Management, Design, User Research, Engineering, and Customer Success.

- Crafted comprehensive strategy, roadmap, and execution plan for pioneering a workforce management mobile app for iPhone, Android, and mobile web.
- Directed product management team and collaborated with external development team to execute product.
- Achieved remarkable 1,376.29% increase in payment MRR.
- Acknowledged for reducing Net MRR churn by impressive 59.35%.

VP of Marketing & Product, Real Geeks, Dallas/Fort Worth Area — Jun 2018 – Dec 2018

Partnered with CEO, CTO, VP of Sales, and VP of Account Services of parent company (Fidelity NYSE: FNF) to implement strategies, resulting in reduced customer attrition and enhanced business expansion.

- Oversaw monthly advertising budget of over $100K.
- Achieved significant 40% decrease in cost per lead (CPL).
- Integrated and optimized real-time data from more than 10,000 sources, leading to substantial $20M+ increase in annual recurring revenue (ARR).

Chief Operating Officer, Zen Media, Dallas/Fort Worth Area — Sep 2017 – May 2018

Led executive team in operational efforts and tracked progress of innovation initiatives for the organization. Conducted in-depth analysis of complex financial data to generate accurate and timely recommendations for mergers and acquisitions.

- Increased team size by over 200% while achieving gross margin improvement of more than 100%.
- Developed groundbreaking strategy for Dippin' Dots, resulting in over billion organic impressions and winning Gold Addy Advertising Award from American Advertising Federation.
- Spearheaded strategy and oversight of digital product development, as well as managing product roadmap.
- Supervised all aspects of online marketing, mobile and web applications, public relations, paid media, content marketing, influencer marketing, and video production for entire company.

General Partner, VP of Product Management, Tricent Capital, San Francisco Bay Area — Jun 2016 – Sep 2017

Partnered with team members to create Fundability Score, data-driven tool that predicts potential ROI of startup investments, enhancing decision-making process. Crafted and implemented standard operating procedures (SOP) for effectively sourcing and selecting deals, ensuring streamlined and efficient operations.

- Delivered guidance and mentorship to executive management teams of portfolio companies, sharing best practices in Product Management, User Experience (UX), Marketing, and Customer Success.
- Invested in and exited portfolio company, yielding impressive 200% return on investment within a year.
- Spearheaded development of comprehensive online course platform tailored to angel investors and founders, facilitating their knowledge and growth in entrepreneurial landscape.

Co-founder, Chief Product Officer, Respondology, Dallas/Fort Worth Area — Nov 2014 – May 2016

Managed and supervised VPs and directors in fields of Product Management, UX, and Engineering. Oversaw budget of $5M and ensured its effective administration. Developed and implemented Standard Operating Procedures (SOPs) for Product Management, UX, and Engineering. Established continuing education programs for Product Management, UX, and Engineering teams. Built and maintained strong relationships with stakeholders, promoting products and delivering impactful keynote presentations.

- Implemented international Net Promoter Score (NPS) system resulting in improving NPS by impressive 113%.

- Filed over 10 US patents, with 3 patents issued.
- Led geographical advertising initiative that received prestigious Silver Addy Award from American Advertising Federation (AFF).
- Attained remarkable 100% reduction in product development life cycles.
- Significantly reduced customer churn by 50% and increased daily active users (DAU) by 47%.
- Secured remarkable results, including 100% reduction in product development life cycles, 50% decrease in churn rate, 47% increase in daily active users (DAU), and remarkable 113% improvement in NPS score.

Co-founder, VP of Product, Respondology, Dallas/Fort Worth Area   Dec 2009 – Oct 2014

Co-founded company and successfully obtained $12M in funding. Took charge of product roadmap strategy and managed $3M R&D budget. Handled all technology communications with press, investors, and cross-department teams.

- Established and built Product Management, UX, and Engineering departments, including recruiting VP of Engineering and growing engineering team from 1 to 14.
- Achieved significant user base growth of 1500% within five days after launching at SXSW 2013.
- Played pivotal role in the company's recognition, including winning Entrepreneur Magazine's .net 100 Award and Frost and Sullivan's Customer Value Leadership Award.
- Garnered public attention through published works in reputable publications such as CIO, Inc., Forbes, ReadWriteWeb, Mashable, Infoworld, and Huffington Post.

Director of Product Management, Agency Entourage, Dallas, Texas   Aug 2008 – Nov 2009

Oversaw team consisting of Senior Product Managers, Group Product Managers, and Product Managers, ensuring efficient collaboration and effective project management. Implemented strategic growth plan by expanding team's headcount, enabling firm to accommodate increased demand and pursue new opportunities.

- Developed and presented detailed product roadmaps to notable clients such as McDonald's, Shiner Bock Beer, and The CW, resulting in successful partnerships and client satisfaction.
- Played pivotal role in recruitment, training, and development of highly skilled and versatile team encompassing Product Management, User Experience (UX), and Engineering.
- Crafted and executed product strategy for popular CW TV show, The Vampire Diaries, resulting in significant increase in monthly active users (MAU) surpassing 1M mark.
- Pioneered creation of revolutionary product that seamlessly combined digital outdoor projection with live Twitter streams, generating over 10,000 social media engagements per event.

Group Product Manager, Root & Madison, Dallas/Fort Worth Area   Sep 2007 – Jul 2008

Developed and launched main product for cutting-edge technology company, showcasing digital innovation. Performed multiple roles as Product Manager, Product Designer, Developer, and Product Marketer, demonstrating versatility. Successfully managed and nurtured relationships with diverse range of stakeholders, including clients, advertising agencies, and agency clients.

- Presented influential keynote presentations and moderated panel discussions to promote firm's innovative products.
- Conceptualized and developed engaging written content, hosting informative podcasts, and producing compelling product tours and guides to generate demand.
- Defined and executed vision and roadmap for Urban World Film Festival, attracting over 10,000 users in under a week.
- Achieved 200% increase in revenue through sale of fractional Product Manager retainers to advertising agencies.

Additional Experience: Graphic Designer, Farmers Insurance, Oklahoma City

Education

Masters in Digital Media Design
Harvard University (Expected Graduation Dec 2026)

B.S. in Mass Communications, Electronic Media, Corporate Media
Oklahoma Christian University, Oklahoma City (2006)

Licenses & Certifications

- **Product Manager Nanodegree** Udacity"
- **AI Product Manager Nanodegree** Udacity"
- **Data Product Manager Nanodegree** Udacity"'
- **Growth Product Manager Nanodegree** Udacity"
- HTML Certified Devleoper, W3Schools.com

- **Axure Prototyping,** AB Collective
- **Inbound Marketing Certification,** Hubspot
- **Adwords Search Certification,** Google
- **Web Analytics Trained Practitioner,** Market Motive
- **Customer Success Management 201 & 101,** Gainsight
- **Net Promoter Certifed Associate**, Satmetrix