

## Adam M. Shatzkamer

LinkedIn Profile: <http://linkedin.com/ashatzkamer>

Design Portfolio: <http://adamshatzkamer.github.io>

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## Education

- **Master of Business Administration**, Rutgers Business School, May 2013
  - **Bachelor of Arts**, City University of New York, December 2006
  - **Master's Certificate**, UX Design, Rutgers University, 2012
  - **Certificate**, Design: Creation of Artifacts in Society, Coursera/UPenn, 2012
  - **Graduate Studies**, Design & Technology, SUNY Polytechnic, 2015–2016
  - **Graduate Studies**, Organizational Behavior, NYU Tandon, 2008
  - **ITP Camp**, NYU Tisch, 2017
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## Academic and Teaching Experience

- **Design Thinking Instructor**, IBM Design (2015–2017)  
Recognized as a Top Instructor in 4Q15, 1Q16, and 3Q16  
Developed and delivered design thinking workshops for professionals
  - **Design Thinking Education Program Developer & Instructor**, Genpact Digital Consulting (2017–2018)  
Created a program expected to save the firm up to \$118MM  
Led workshops and training sessions on human-centered design methodologies
  - **Design Thinking Instructor & Facilitator**, The Design Gym (2012–2015)  
Assist in the instruction and facilitation of public design thinking courses and workshops
  - **Emergency Management Instructor**, E&E Inc. (2007–2009)  
Developed and delivered courses on emergency response for staff of government agencies ranging from laborers to senior executives
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## Professional Experience

- **Co-Founder & Chief Operations Officer**, Mural Strategies, Saint Petersburg, FL (2023–Present)  
Oversee client delivery, growth, and organizational development for a strategic communications and public relations agency
- **Founder, Venture Designer & Innovation Strategist**, Steamshovel, New York, NY & Miami, FL (2011–Present)  
Launched revenue-generating digital businesses and advised entrepreneurs on design and go-to-market strategies
- **Senior Manager, Customer Experience & Innovation Strategy**, Publicis Sapient, New York, NY (2021–2022)

Advised enterprises on organic growth through designing new businesses and experiences

- **Director, Strategic & Service Design & Co-Head, Genpact Digital Studio**, New York, NY (2017–2019)  
Built and delivered a design-led strategy consulting capability
- **Innovation Strategy & Design Thinking Leader**, IBM, Armonk & New York, NY (2012–2017)  
Focused on leveraging human-centered design methods to co-create omnichannel experiences
- **Founder, Principal Digital Strategist**, Inforoo Networks, New York, NY (2004–2012)  
Inforoo Networks was involved in monetizing web 2.0 content as well as providing web design services and advising enterprise clients on social brand strategy
- **Community Resilience Consultant**, E&E, Inc., New York, NY (2007–2009)  
Participatory, community-centered urban and regional planning and design focused on resilience, emergency management, and disaster preparedness
- **Emergency Manager**, Various Government Agencies, Washington, DC & New York, NY (2000–2007, 2009–2018)  
Full time and part time/on call roles planning for and responding to emergencies and disasters nationwide

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## Publications and Presentations

- **Book Contribution:**
  - **Branded Women in U.S. Television: When People Become Corporations**  
Author: Peter Bjelskou  
Publisher: Lexington Books, an imprint of The Rowman & Littlefield Publishing Group, Inc.  
Publication Date: December 2014 (cloth), June 2016 (paperback)  
This book examines how reality television stars, including Jill Zarin, leverage their television presence to establish and promote their own product lines, becoming the primary physical representations of these brands. Adam Shatzkamer is cited as a contributor in the endnotes.
- **LinkedIn Articles:** (all viewable on my LinkedIn profile, hyperlink above)
  - "Those were the days, huh?" (6 years ago)
  - "Don't go chasing waterfall, please stick to the agile and the scrum that you're used to" (8 years ago)
  - "We made a video about my work!" (9 years ago)
- **Whitepapers:**
  - **IBM POV: Contextual Assistance** – Co-authored with Sarah Burkhardt (Available on SlideShare: <https://www.slideshare.net/SarahBurkhardt/ibm-pov-contextual-assistance>)
- **Academic Presentations:**

- **Go to Market Strategy: Keurig at Home** – Marketing Case Presentation, Rutgers Business School, 2011
- **A380: Twenty Months Late** – Operations Case Presentation, Rutgers Business School, 2011
- **Linear Programming to Optimize Supply Chain Security and Rationalize Suppliers for American Pharmaceuticals** – Supply Chain Management Case Presentation, Rutgers Business School, 2012
- **Reebok NFL Replica Jerseys: A Case for Postponement** – Supply Chain Management Case Presentation, Rutgers Business School, 2012
- **Organizational Challenges and Solutions at Zarin Fabrics and Home Furnishings** – Organizational Behavior Case Presentation, Rutgers Business School, 2012
- **Vendor Compliance at Geoffrey Ryans** – Strategic Sourcing Case Presentation, Rutgers Business School, 2012
- **Rosewood Hotels & Resorts: Increasing Profitability and Customer Lifetime Value** – Brand Management Case Presentation, Rutgers Business School, 2012
- **Jollibee's International Strategy** – Global Management Strategy Case Presentation, Rutgers Business School, 2012
- **Mahindra Satyam: Playing Catch-Up in Global Expansion** – Global Management Strategy Case Presentation, Rutgers Business School, 2012
- **Industry Vertical Study: Developing Industry Sales Dashboards for GENCO ATC** – Supply Chain Management Industry Client Project Case Presentation, Rutgers Business School, 2012
- **Unlost: a Wayfinding Solution for Rutgers University** – Final Presentation for Intro to UX Design Course, Rutgers, the State University of New Jersey, Professional Science Master's Program, 2012
- **Inflation in Brazil: Should Americans Invest or Avoid** – Business Communications Case Presentation, Rutgers Business School, 2013
- **BP in Russia: Should the Future Include TNK-BP?** – International Business Case Presentation, Rutgers Business School, 2013
- **Salesforce.com Foundation: Social Innovation at Salesforce** – Strategic Transformation Case Presentation, Rutgers Business School, 2013
- **Example Professional Presentations:**
  - *Primer on Venture Design* – ADP, 2019
  - *Value of Design & Genpact's Design Legacy* – Genpact, 2017
  - *Lean Startup Master Class* – Genpact, 2017
  - *Journey Mapping Master Class* – IBM, 2015
- **Example Design Thinking Workshops Led:**

<ul style="list-style-type: none"> <li>○ Asurion, 2013</li> <li>○ Josten's, 2014</li> <li>○ Wells Fargo, 2014</li> <li>○ IBM France, 2015 (Paris, France)</li> <li>○ IBM Greater China Group, 2015 (Beijing, China)</li> </ul>	<ul style="list-style-type: none"> <li>○ Banco de Credito del Peru, 2015 (Lima, Peru)</li> <li>○ MetLife, 2015</li> <li>○ Verizon, 2015</li> <li>○ TBayTel, 2016 (Thunder Bay, Ontario, Canada)</li> </ul>
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- Tangerine Bank, 2016  
(Toronto, Ontario, Canada)
  - CitiBank, 2016
  - Excel Energy, 2017
  - New York Life, 2017
  - KraftHeinz, 2017
  - Axis Capital, 2017
  - Harrington RE, 2017  
(Hamilton, Bermuda)
  - Anthem BCBS, 2018
  - Regence BCBS, 2018
  - PacLife, 2018
  - Bridgewater Associates, 2018
  - Estee Lauder, 2018  
(Brussels, Belgium)
  - Baxter Healthcare, 2019  
(Singapore)
  - MyMo, 2020
  - ADP, 2020
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## Creative and Professional Projects

- **Omnidirectional Ventures:** Assisted legacy incumbents in building venture studios and innovation labs
  - **Some Other Proprietary Businesses Launched:**
    - YachtEO
    - Inforoo Networks
    - OutbreakSafe
    - Withholdly
  - **Notable Projects:**
    - **White Glove Employee Experience:** Art direction and conceptual design for an elevated employee experience program
    - **Transcending Guided Flows:** Digital design and strategy for enhancing user journey flows
    - **Paying Suppliers on Time:** Developed digital solutions to streamline supplier payment processes
  - **Case Competition:**
    - **Rutgers MBA Marketing Case Competition:** As part of a team, contributed to a comprehensive plan to promote Mars Marathon Bars on college campuses, which won the Annual Rutgers Business School MBA Marketing Case Competition. This achievement was highlighted in a Rutgers Business School publication:  
<https://www.business.rutgers.edu/sites/default/files/documents/mba-factsheet-marketing.pdf>
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## Awards and Certifications

- **Venture Capital Fellowship**, Venture University, 2019
- **Grow 19 Team Award**, Genpact, 2019
- **Circle of Excellence Award**, Genpact, 2018
- **Performer of the Year**, Genpact Digital Consulting, 2017

- **Certified Design Thinking Facilitator**, Genpact/LUMA
  - **Certified Scrum Master**, Genpact/Scrum Alliance
  - **Eminence & Excellence/Extraordinary Consulting Practitioner Award aka “Consulting Wall of Fame,”** IBM Consulting, January 2016
  - **Eminence & Excellence Award**, IBM, 2016
  - **Top Contributor Award**, IBM, 2014 & 2015
  - **Tutor Recognition Award/Top Instructor**, IBM Design, 4Q15, 1Q16 & 3Q16
  - **Spirit Award**, IBM, 2014
  - **Manager’s Choice Award**, IBM, 2014
  - **“Most Likely to Give a TED Talk,”** Rutgers Business School MBA Class of 2013
  - **Leader Badge**, IBM Enterprise Design Thinking
  - **Certified Enterprise Design Thinking Instructor**, IBM Design
  - **Design Thinking Facilitator**, Genpact/LUMA Institute
  - **Master Facilitator**, The Design Gym
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## Professional Affiliations & Service

- **Design Leadership Forum** – Member, 2022 – 2024
  - **Platform Venture Studio** – Guild Member & Mentor, 2022 – Present
  - **SOSA** – Startup Mentor, 2021 – Present
  - **Alchemist Accelerator** – Mentor, 2019 – Present
  - **Techstars Startup Weekend** – Mentor, December 2016
  - **EntreprenYOURS Accelerator** – Startup Mentor, 2016 – 2017
  - **CUNY Institute for Virtual Enterprise** – Accelerator Mentor, 2014 – 2017
  - **Council of Fashion Designers of America (CFDA)** – FashionHack Mentor, February 2013
  - **International Association of Emergency Managers** – Member, Digital Engagement Committee, 2014 – 2016
  - **National Fallen Firefighters Foundation (NFFF)** – Event Operations and Social Media Leadership, 2006 – 2014
  - **Everywhere Ventures** – Investor, 2020 – Present
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## Professional References

Please Contact