

# **Adam Seumae | Product Manager | Operations & Strategy**

I am a results-driven Product Manager with over a decade of experience at Amazon, AWS, Microsoft (Developer eXperience, Xbox, Blizzard), and early-stage startups. I specialize in product launches (local and International), data-driven decision-making, and operational excellence. I lead by developing and communicating a strategic vision that inspire others to be successful and contributing to the roadmap that drives operational efficiency, profitability, team and customer satisfaction. My background spans customer development, digital advertising, revenue operations, and global benchmarking.

## **Core Competencies:**

- **Methodologies:** Agile, Scrum, GTM Strategy
- **Tools:** JIRA, Confluence, Asana, Quicksight, Quip, Slack
- **Key Skills:** Cross-functional leadership, MVP delivery, Vendor Management
- **AI Product Development:** Designed and deployed a context-aware LLM agent (OpenAI API) with dynamic persona logic and real-time database integration (React.js, Firebase, Vercel CI/CD, Tailwind CSS).

## **Product Manager Battle.net desktop App, (Remote/WFH) | Blizzard | Aug 2025 - Present**

- **Feature Owner;** delivered gamepad support on Battle.net Xbox handheld device on-time, delivered weekly 2x2 leadership report through and post launch, drove fast follow feature improvements to meet MVP deliverables
- **Strategy owner;** Video Consumption UX to multiple Game Franchise (World of Warcraft, Call of Duty, Overwatch); delivered MVP + Improvements and scaled to new products.
- **Success manager;** developed and launched business intelligence KPI dashboards for executive level reporting and developed a prioritization scoring mechanism to maintain product backlog mapped to organizational goals. This reduced subjective prioritization debates and increased velocity backlog maintenance.

## **Product Manager Airloom AI, Mercer Island, WA | Product Operations, Customer Development, Quality Assurance | Aug 2024 - July 2025**

- Designed, developed, and implemented comprehensive Business Operations mechanisms; SOP's, customer intake process, feedback loops, bug reporting systems, product backlog management, and new feature request procedures.
- Successfully co-delivered, with the founder, a Minimum Viable Product (MVP) to market.
- Directed customer outreach and onboarding strategies for product launch.
- Oversaw Quality Assurance (QA) test plans and regression testing for new feature deployments.

## **Product Manager - Alexa Advertising, Seattle WA | June 2022 - June 2024**

- Led a complex, cross-functional initiative to launch a strategic Contextual Targeting Service, rapidly achieving a VP-level objective through effective stakeholder management and alignment.
- Innovated ad relevance testing for Alexa by architecting and deploying an automated Ad Simulation tool, enabling rapid iteration and analysis of ad experiences.
- Enhanced the Alexa CX by driving improvements in ad relevance, resulting in more engaging and relevant advertising content.

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- Instituted a data-driven pre-launch relevance review process, resulting in a measurable improvement in ad performance, with domain Click-Through-Rate (CTR) increasing from 1.2% to 1.8% in the first quarter.

### **Amazon Web Services, Seattle, WA | Product Manager - Worldwide Revenue Operations | March 2021 - May 2022**

- Managed product operations for a 2 year plan to migrate off of a 3P software provider and build an internal solution, avoiding a multi-year \$6M contract renewal.
- Engineered custom tooling that empowered AWS leadership to monitor the health and status of key roadmap items, directly contributing to improved decision-making, risk mitigation and project execution.
- Enabled business development initiatives by designing and delivering tooling to optimize Operational Excellence efforts for AWS.

### **Amazon, Seattle, WA | Product Manager - Alexa International Benchmarking | Apr 2019 – Mar 2021**

- Product owner for International benchmarking automation; defining business strategy and product requirements.
- Vendor onboarding to localization localize and deliver a high-quality, automated benchmarking tool across 15 international locales, prioritizing accuracy of results over speed to market.
- Implemented a new metric (Observed Turn Error Rate), facilitating proactive identification of competitive feature gaps and enabling strategic adjustments to product teams roadmaps internationally.
- Utilized benchmarking data to identify and flag critical competitive gaps, such as the lack of Podcast support in EU locales, directly influencing feature prioritization and market strategy.

### **Amazon, Seattle, WA | Program Manager - Alexa Preview | Sept 2017 – March 2019**

- Program Manager responsible for recruiting local and international beta participants to test new Alexa products, features and languages to analyze data to determine launch decisions.
- Owned survey design and distribution, marketing collateral and customer incentives to drive program success.
- Developed a global recruiting program that increased our customer pipeline by 20x through a repeatable marketing strategy.

### **Microsoft, Redmond, WA | GTM Program Manager - Developer Experience | Feb 2016 - Sept 2017**

- Owned the product roadmap for Independent Software Vendors developing Universal Windows apps.
- Managed marketing collateral, product details, account plans to deliver GTM strategy & execution.
- Developed a dashboard for tracking KPIs against business objective targets for senior leadership usability.
- Marketing activation planning and execution - private screenings, cross-company events to evangelize new product launches for managed partners.

### **Education & Skills:**

- **University of Washington:** Bachelor of Arts in Business Administration