

## Contact

[www.linkedin.com/in/aschwenk](https://www.linkedin.com/in/aschwenk)  
(LinkedIn)

## Top Skills

Product Strategy  
Product Planning  
Mobile Applications

## Languages

English (Native or Bilingual)  
Spanish (Limited Working)

## Certifications

Agile Product Workshop  
Product Team Workshop

## Publications

Design of Fuel Vapor Scrubber  
System for Missile Propellant  
SYSTEMS AND METHODS FOR  
SENDING AND RECEIVING  
MESSAGES AS REMINDERS

# Adam Schwenk

Principal Product Manager  
San Francisco Bay Area

## Summary

As a hands-on and empathetic product management leader, my passion lies in creating user-centered design experiences that are accessible to all. With my proven track record in overseeing the entire lifecycle of key products, from design to launch, I bring a wealth of expertise to the table.

I thrive in leading cross-functional teams both onshore and offshore, always striving to achieve exceptional results while keeping the strategic vision of my organization at the forefront. My success in negotiating and implementing technology and business solutions has allowed me to launch award-winning products that have exceeded expectations.

By developing and executing successful product strategies, I have consistently added value to organizations. I am committed to maintaining a collaborative and inclusive approach to leadership, always keeping the needs and perspectives of team members, stakeholders, and customers in mind.

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## Experience

Verizon

3 years 7 months

Principal Technical Product Manager

September 2021 - Present (1 year 8 months)

Walnut Creek, California, United States

Identifying new growth opportunities and partnering with innovative startups and other businesses to create next-gen consumer-facing products and services that leverage Verizon's 5G/MEC network capabilities across Web3, AR/VR, home automation, and more.

Principal Technical Product Manager

October 2019 - September 2021 (2 years)

Walnut Creek, California

Designed and directed innovative feature ideation, creation, testing, and launches for Verizon Messages, serving 20m active users. Launched a complete rebrand with multiple new features including reminders, smart replies, and bookmarks.

Managed development teams across iOS/Android for Verizon My Numbers, an over-the-top VOIP application in which customers can purchase up to 4 virtual numbers across up to 5 different devices.

## Wells Fargo

### Product Management Consultant

December 2018 - October 2019 (11 months)

San Francisco Bay Area

Contract role to help Wells Fargo team build an innovative new mobile money management application, Greenhouse, targeting millennials and Gen-Zers.

Led the agile development of communications, engagement, and growth strategies, and implemented them for an innovative banking and money management mobile application.

Conducted strategic planning for the communications roadmap, aimed at enhancing the customer experience throughout their journey.

## Charles Schwab

### Product Management Consultant

April 2018 - December 2018 (9 months)

San Francisco, California

Led team of designers and engineers to build and enhance money movement utility for retirement journey team utilizing modern Agile methodologies such as Cucumber and Gherkin testing for CI/CD deployment.

Defined and managed analytics, hypotheses, and baselines in conjunction with user research and business analytics teams to create successful outcomes in Schwab's innovation journey accelerator program.

## Capital One

### Senior Product Manager

April 2015 - January 2018 (2 years 10 months)

San Francisco Bay Area

Led a 30-member cross-functional team as Product Lead for the Spark Business mobile app for Capital One, creating best-in-class mobile banking applications for small businesses.

Improved overall application performance by directing and driving the mobile strategy, including implementing user feedback tools for sentiment analysis and analytics taxonomies.

Defined and prioritized the feature roadmap, working alongside senior leadership to ensure alignment to all goals and Key Performance Indicators (KPI).

Increased successful deposits 10% and overall deposits \$1.4M in the first month of creating, iterating, and implementing new flows to improve the user experience for mobile check deposit.

Achieved a 4.5+ star user rating while acting as voice of mobile, leveraging deep rooted experience in launching applications and drawing upon empathy research, multivariate testing, and metrics measuring to drive innovation.

#### OpenWager, Inc.

##### Principal Product Manager

May 2014 - April 2015 (1 year)

San Francisco Bay Area

Built a product team to scale the early-stage startup, providing strategy and direction for the product slate while coordinating with key stakeholders and senior management to ensure product success.

Achieved 10x ROI in the first year of live operations; led and managed an offshore development team with AGILE, creating USA Today's first media-branded real-time mobile multiplayer game across iOS and Android.

Improved paying-user monetization 40% by optimizing in-app sales and a/b testing user flows, resulting in a considerably improved product experience.

Built custom analytics dashboards and measured vs. product performance to continually improve core ARM metrics.

#### Tout

##### Director, Mobile Product Management

June 2013 - May 2014 (1 year)

San Francisco Bay Area

Led product team to create a 4.5+ star mobile social video editing and sharing application on iOS and Android used by The Wall Street Journal, BBC, ESPN, Entertainment Weekly, Elle Magazine, and People Magazine.

Drove innovation with new features, including gamification techniques through competitive analysis, as well as optimization of existing user flows using analytics tools such as Mixpanel.

Atari

Lead Product Manager

May 2012 - May 2013 (1 year 1 month)

San Francisco Bay Area

Oversaw design, implementation, and launch of Atari's free-to-play Rollercoaster Tycoon mobile game across iOS and Android phones and tablets; managed live operations to improve customer growth, monetization, and retention.

Drove the end-to-end implementation of new features and content, partnering cross-functionally with the marketing team to create detailed product and marketing requirements documentation.

Defined and developed the product strategy and roadmap for post-launch content, basing features on market trends, competitive analysis, and metrics analysis.

Dramatically improved first-time user experience pre-launch by creating all user survey materials, directing user research, and analyzing user feedback.

iWin, Inc.

Senior Product Manager

June 2011 - May 2012 (1 year)

San Francisco, CA

Developed overall business plan for the mobile product roadmap, as well as in managing the successful launch of freemium mobile titles.

Built a working relationship with the mobile social platform Openfeint, enabling the company to leverage mobile social communities and drive in-app purchasing and cross-app marketing.

Negotiated contracts with game studios to build and launch major brands 1v100 and Deal or No Deal for iOS and Android platforms.

Improved game quality and overall application performance by building and monitoring metrics taxonomies, and Key Performance Indicators (KPI).

## Electronic Arts (EA)

### Lead Producer

July 2010 - June 2011 (1 year)

San Francisco, CA

Produced Pogo's mobile social platform by leading an offshore mobile team, integrating player purchasing, achievements, badges, and leaderboards into the Facebook and Web Presences.

Designed new features and optimized existing flows to improve key segments, partnering cross-functionally with purchasing leadership to determine the best strategies for monetization.

## FCB Global

### Senior Producer

January 2008 - May 2010 (2 years 5 months)

Greater Chicago Area

Defined and managed the end-to-end scope of interactive projects, and also played a key role in digital campaign strategies and implementations for Kmart, Kraft, Dow, and Boeing across web and mobile platforms.

## Electronic Arts (EA)

### Producer

February 2007 - November 2007 (10 months)

Greater Chicago Area

Internal transfer to EA Chicago where I designed camera systems and combat mechanics for an untitled Marvel Comics fighting game.

## EA Mobile

### Producer, Mobile

January 2003 - February 2007 (4 years 2 months)

Los Angeles, CA

Achieved profitability within one year of implementation; built and scaled JAMDAT Mobile's deployment division, recruiting and sourcing individuals to port top mobile titles across hundreds of devices worldwide.

Generated \$10M in revenue on less than a \$100K initial investment; designed and delivered game titles such as Medal of Honor and SOCOM Mobile Recon over hundreds of devices for worldwide product launch.

Won Mobile Game of the Year in 2005 for SOCOM.

Wrote and delivered white papers for mobile application development best practices for AT&T and T-Mobile which were ultimately shared with telecommunications partners as requirements for successful app store submissions.

## Warner Bros. Entertainment

Producer

2002 - 2003 (1 year)

Greater Los Angeles Area

Brand management and license negotiation with multiple major games publishers for DC comics brands such as Batman, Superman, Justice League, and others.

## PacketVideo

Senior Product Designer

2000 - 2002 (2 years)

Greater Los Angeles Area

Product designer and prototype developer for state-of-the-art mobile applications.

## Ignited | A Modern Marketing Consultancy

Web Developer

1999 - 2000 (1 year)

Greater Los Angeles Area

Built v1.0 web experiences for Activision and Razer

## Jamison/Gold Interactive Agency

Web Developer

1997 - 1999 (2 years)

Greater Los Angeles Area

Web developer and designer building first web presences for major games publishers such as Sony Interactive Entertainment, Midway Games, Namco, Disney Home Entertainment and corporations such as Energizer

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## Education

California Polytechnic State University-San Luis Obispo  
BS, Environmental Engineering