

Adrien Beyk

Technical Product Executive & Innovation Leader

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SUMMARY

Engineer-turned-technical product executive, I blend deep technical expertise with strategic leadership to drive product innovation and market success, exemplified in my transformative role at Quanta Vici and pivotal advisory impact in tech ventures.

EXPERIENCE

Quanta Vici Inc. — *Chief Technology Officer*

2019 - 2023

About: Smart Clothing Technologies / IoT Wearables — D2C & B2B

Innovative Technical Leadership: Spearheaded the creation of the world's first smart heated apparel, extending battery life to a groundbreaking 36 hours in the span of 2 years. Led the entire engineering process, from concept to a highly efficient product with an astounding low defect rate of <0.08%.

Engineering Excellence and Cost Management: Orchestrated the design and production of a universal smart wearable heating technology, reducing manufacturing complexity and costs by 61%. Implemented state-of-the-art engineering and production strategies.

Data-Driven Product Development: Leveraged surveys, lead-generation campaigns, and A/B testing for product design, resulting in features that secured partnerships with major retailers like Best Buy and contracts with entities such as Canada's National Defence (DRDC).

Team Building and Leadership: Recruited and trained diverse (mostly remote) teams, including recent BBA graduates for manufacturing management, fostering a culture of innovation and reliability.

Entrepreneurial Vision and Growth: Grew the company's revenue to \$1M+ on D2C, expanding the team to 16+ members. Demonstrated expertise in high-end consumer branding, market analysis, and product positioning, contributing to Quanta Vici's recognition as an industry leader.

Market Expansion and Strategic Partnerships: Drove the company's transition into B2B markets, securing \$7M+ within the first year of developing OEM programs with lead generation, lead nurturing, and sales automation tools and tactics. Established partnerships with conglomerates and major brands across Canada, U.S., UK, and Germany. Managed and negotiated with manufacturers, ensuring flawless production rounds.

VC Funding and Financial Strategy: Successfully secured \$1.4MM in venture capital, applying strategic financial planning and investor relations to navigate challenging economic environments.

Media and Marketing Strategy: Led press and marketing strategies for each product launch, achieving significant media recognition and market presence.

Media Recognition: [CTV News - Canadian National TV](#), [WIRED](#), [MASHABLE](#), [NEW YORK POST](#), [BlogTO](#), [CYCLING MAGAZINE](#)

[Axion VC](#) — *Venture Capital Growth Advisor*

2022 - 2023

- Provided strategic guidance to portfolio companies, developed go-to-market strategies, coached founders to optimize product development and market expansion.
 - Mentored startup founders and product teams to improve product management practices.
 - Cultivated key relationships and partnerships to benefit portfolio companies.
 - Evaluated scalability and growth potential, offering actionable recommendations.
 - Collaborated with cross-functional teams for two successful product launches in one year.
 - Started a new Due Diligence team, enhancing the speed and quality of deal closures.
- Implemented improved tools to streamline the due diligence process.

[Smart Cocoon Inc.](#) — *Fractional Chief Product Officer (CPO)*

2021-2023

About: AI-Powered IoT Climate Control for buildings.

- **Product Strategy & Innovation:** Guided development and execution of SmartCocoon's product vision, resulting in a 550% market growth. Integrated AI and IoT technologies, enhancing product efficiency.

Team Leadership & Development: Built and managed a cross-functional product team, fostering a culture of innovation and customer-centricity. Successfully directed a crowdfunding product launch with only 60 days to prepare, achieving the funding goal within the first hour and ultimately securing 1010% of the target amount.

Market Analysis & Customer Engagement: Conducted market research to align product features with customer needs, increasing customer satisfaction by 20%. Drove data-driven decision-making, optimizing product and marketing strategies.

Operational Efficiency: Streamlined product development processes, reducing operational costs by 33% while maintaining high-quality standards.

Stakeholder Collaboration: Effectively collaborated with the board, expanding distribution channels and increasing revenue.

Business Development & Cost Optimization: Initiated and led the establishment of a B2B department, rapidly securing a major partnership deal of recurring five-figure revenue within the first 3 weeks. Transitioned marketing in-house, replacing costly agency services with trained remote workers.

[Strainprint Technologies Ltd.](#) — *Senior Lead Full-Stack Engineer*

2018 - 2019

About: AI B2B SaaS - Empowering Canada's top pharmacies with Medical Cannabis Data.

Led a team of designers, software engineers, and QA specialists, employing agile methodologies to develop multiple medical data analytical dashboards. Designed UI/UX using Adobe Xd and Sketch, managed software architecture, and developed an intelligent self-generating web-based Admin UI. Utilized Django, Vue, Angular, AWS, Slack, Atlassian, Jenkins, Git, and more.

[UCIC Inc.](#) — *Lead Full-Stack Engineer*

2016 - 2018

[Alexa years before Amazon - Business Insider Article.](#)

- Worked closely with the CEO and sales team, effectively translating high-profile client needs into technical project specifications and requirements.

- Led both local and remote engineering teams. Utilized advanced programming methodologies such as Multi-Threading, Asynchronous Programming, Signal Processing, Microservices Architectures, REST API Development, and more
- Developed a custom wake word engine using machine learning, integrating UCIC's proprietary voice assistant with mainstream platforms like Google Home and Amazon Alexa Voice Service.
- Developed several sophisticated algorithms for the AI voice assistant skills, focusing on natural response generation, achieving remarkable accuracies of up to 99%.

SKILLS AND CORE COMPETENCIES

Strategic Vision, Product Roadmapping, Technical Scoping: Expert in developing and implementing long-term strategic visions for product development. Proficient in creating detailed technical scopes and roadmaps aligned with product goals with business objectives.

Technical Proficiency: Senior full-stack engineering background. Proficient in programming languages (Java, Python, C#, C++, JavaScript, HTML/CSS, SQL queries), Frontend & Backend frameworks such as (Django, React, ASP.NET, Spring MVC, Angular JS, Vue.JS, Node.JS, REST APIs, and more). Deep understanding of neural networks and neurobiology with experience in artificial intelligence projects: Machine Learning, Large Language Models (LLM), Natural Language Processing (NLP), TTS/STT.

Agile & Scrum Leadership: Extensive experience in Agile and Scrum methodologies. Skilled in leading cross-functional teams through iterative development cycles to ensure efficient and effective product delivery. Project Management Tools: Asana, JIRA, GIT.

Product Lifecycle Management: Expert in managing the entire product lifecycle from concept to launch..

Innovation & Problem-Solving: Demonstrated ability in driving innovation and solving complex technical and business challenges. Skilled in ideation, prototyping, and bringing creative solutions to market.

Business Acumen & Financial Management: Solid understanding of business operations, including budgeting. Ability to make data-driven decisions for maximizing ROI and market penetration.

Marketing & Market Analysis: Technical proficiency in major digital marketing channels, market research, competitor analysis, and customer insights.

User Experience & Customer Focus: Strong focus on user experience (UX) and customer-centric product design. Ability to translate user feedback and behavior into actionable product enhancements.

Team Building & Leadership: Proven track record of building, mentoring, and leading high-performing product teams with strong interpersonal skills and ability to foster genuine collaborative teams.

Communication & Stakeholder Management: Proficient in managing stakeholder relationships, negotiating with vendors, and presenting to executive teams and board members.

Risk Management & Compliance: Knowledge of industry-specific regulations and compliance requirements. Skilled in identifying potential risks and implementing risk mitigation strategies.

Technology Integration & Digital Transformation: Experience in integrating emerging technologies (e.g., LLMs/GPT, APIs, etc.) into product offerings, driving digital transformation and innovation.

EDUCATION & CERTIFICATES

Bachelor of Computer Engineering — *Toronto Metropolitan University*
 Neuroscience — *Certificate, University of Chicago*
 Agile Certified Product Manager — *Certificate, Coursera*
 UI/UX Design — *Certificate, Coursera*