Adrian Claudius-Cole

Product Owner – 10+ years defining, launching, and scaling innovative products.

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I'm a seasoned and hands on product owner with 10+ years of experience building and scaling products that people love and elevate how we live, work, and communicate. I've launched 30+ products, including social networks, productivity tools, marketplaces, and video platforms, with a focus on driving innovation and delivering solutions that solve real-world problems. I am a certified CSPO (Certified Scrum Product Owner), CSM (Certified Scrum Master), and CASP1 (Certified Agile Scaling Practitioner) from the Scrum Alliance, skilled in agile practices and methodologies that drive product quality and enhance organizational efficiency.

From leading cross-functional teams to collaborating with C-suite stakeholders, my expertise lies in transforming ideas into market-ready products. I've worked across industries, building everything from enterprise software to mobile apps, and my leadership style centers on empowering teams to deliver exceptional results. I'm passionate about fostering a culture of innovation, where autonomy and creativity lead to breakthrough products.

I've managed teams of up to 8, including Product Owners, Scrum Masters, UI/UX Designers, and Technical Product Managers, ensuring alignment across all levels. My experience spans the entire product lifecycle—from strategy and roadmapping to customer engagement and CSAT programs—and I've helped companies achieve sprint readiness, scale agile practices, and improve product processes. In addition to corporate roles, i've also worked at startups, working closely with founders to shape their product visions, refine strategies, and bring their ideas to life in competitive markets.

Professional Experience

Site Impact, Coral Springs, FL / Hybrid   Mar 2024 – Oct 2024
Director of Product

Key Focus Areas: Product Strategy, Agile Process Improvement, Leadership & Team Development, Cross-functional Collaboration, Go-to-Market (GTM) Strategy, Quarterly Roadmap Planning, Sprint Readiness, Critical Response Management, Customer Satisfaction (CSAT) Initiatives, Beta Program development & Execution, Vendor Management, Fostering a Culture of Innovation, and Budgeting for Growth and scaling.

- Led a cross functional team of 8 Direct Reports (Product Owners, Scrum Masters, UI/UX Designer, Technical Product Manager, Product Consultant) that owned the development of our core email product that generated $90M/Year
- Achieved 3 sprint readiness across all systems, using this as a key performance indicator (KPI) to improve the product organization's preparedness and execution
- Recruited and onboarded key team members, including a Scrum Master and a Product Owner, developing role expectations and 30/60/90-day onboarding plans to ensure smooth transitions
- Developed a product strategy process and artifacts to enable the organization to establish and maintain a comprehensive strategy that aligns with business goals and customer needs
- Led 2 quarterly roadmap planning for 23 team members, including development teams, directors, and C-suite, facilitating breakout sessions to decompose epics and align on delivery dates and quarterly commitments
- Oversaw the $3M development and integration of Site Impact's new traffic engine, a critical system serving millions of clicks per month
- Revamped the critical response plan to integrate Root Cause Analyses (RCAs), improving incident handling and long-term issue prevention
- Launched and led the company's first CSAT (Customer Satisfaction) initiative, establishing a CSAT score, developing a 12-month CSAT calendar, and creating a feedback checklist for customer engagement
- Managed the product organization budget (OPEX), planning for future team growth, new tools, and upskilling opportunities to ensure scalability and success.
- Facilitated in-quarter roadmap reviews to improve alignment with strategic goals, allowing for greater flexibility in roadmap execution
- Developed the first company-wide proposal for agile scaling methodology: Attended the Certified Agile Scaling Practitioner 1 (CASP1) certification with two Scrum Masters and crafted a comprehensive adoption and rollout plan, setting the foundation for scaled agile practices across the organization
- Supported team growth and performance: Established and monitored SMART goals for direct reports, conducted regular 1-on-1 meetings, and facilitated clear communication across levels. Completed a $40,000 comprehensive leadership training, including DiSC assessments

Centrifi, Coral Springs, FL / Hybrid   Mar 2024 – Oct 2024
Director of Product (Startup incubated by Site Impact)

- Brought the Centrifi product to market after two years of failed attempts with an annual budget of $4.3 million, resulting in successfully launching the product in under six months leading a cross functional team including a Product Owner, Business Analyst, Scrum Master and a UI/UX Designer
- Hosted roadmap workshops for key stakeholders, aligning strategic goals with deliverable timelines and supporting product roadmap execution by reprioritizing based on customer needs and development capabilities, including adding fast-follow and future state items
- Developed and executed a beta program for 22 customers, including customer walkthroughs, gathering feedback, triaging features and bugs then prioritizing development for faster post launch adoption
- Established a culture of innovation within the organization by promoting knowledge sharing, reading, and open communication, encouraging creative thinking and growth
- Revamped agile processes and team agreements to clarify roles and responsibilities, improving collaboration and reducing confusion across cross-functional teams, resulting in improved communication and efficient product delivery
- Collaborated with stakeholders and business units to align product vision with company goals via bi-weekly leadership sessions and quarterly reporting to the board of directors
- Managed relationships with executive leadership and key stakeholders, facilitating decision-making for epics and product releases
- Oversaw overseas development vendors for Centrifi as project manager: Managed prioritization, aligned roadmaps, coordinated release planning, and communicated feature development requirements to ensure timely and aligned project execution
- Drove strategic alignment and executive communication for Centrifi and Site Impact: Created and presented quarterly Board Decks, participated in executive business and strategy planning sessions, and delivered critical updates at quarterly Town Halls to align teams with organizational goals

Camlann Games Inc, Boston, MA / Remote — Mar 2023 – Feb 2024
Chief Product Officer (VC Backed Seed Round)
• Led MVP development using agile frameworks, securing $1M in seed funding
• Leveraged Firebase AB Testing to optimize Signup and Onboarding wizards which led to an increase of 200% completion rates
• Co-piloted a tech-stack transition, saving $100k in engineering resources
• Orchestrated a new roadmap, user journey, and user stories to enable scalability to 1000+ games
• Restructured the Product Strategy, streamlining the app and saving 350+ hours of developer time

LaunchSource Inc, Boston, MA / Remote — Jun 2022 – Feb 2023
VP of Product (Bootstrapped to $1M ARR)
• Spearheaded the rebuild of the flagship product, increasing revenue from $1M to $3M ARR.
• Deployed AB tests using event tracking on Google Analytics to optimize candidate profiles and interview requests leading to 2x more interviews for candidates
• Collaborated with stakeholders to develop and deploy 30+ mission-critical features, resulting in $50k+ in sales
• Saved $50k in design resources by optimizing the design process and implementing a design system
• Revamped the customer journey and UI/UX, leading to a 3x increase in sales talent sign-ups

VoiceBlasts Inc, (Pre-Seed), Coconut Creek, FL — Mar 2020 – May 2022
Head of Product (Founder)
• Recruited and led a product team of 4 in designing and launching Android and iOS apps
• Ran dozens of AB Tests on Firebase A/B Tests and Firebase Config to increase in app content creation, cohort retention and audio content consumption.
• Spearheaded the product vision, strategy and design resulting in product launch in 6 weeks
• Generated 1k+ organic waitlist sign-ups with $0 marketing spend
• Analyzed user data to prioritize features and build out a roadmap resulting in pre-seed funding

Gritly (Bootstrapped), Coconut Creek, FL — Mar 2019 – Mar 2020
Head of Product (Founder)
• Designed and launched a web app to 1M podcasters worldwide
• Conducted over 40 hours of user interviews and compiled data to get insights into user requirements
• Deployed the service on web and created mobile apps for Android and iOS

SHL Pharma, Deerfield Beach, FL — Feb 2019 – Jul 2021
Product Owner, Design Engineer
• Designed and developed 3 commercial auto-injectors grossing over $10M annually
• Prototyped a military-grade auto-injector, a $50M opportunity
• Collaborated with global teams to resolve manufacturing and assembly challenges, saving 100+ hours of delays
• Deployed a new Product Lifecycle System, projected to improve productivity by 50%

Dometic Group, Pompano Beach, FL — Jun 2018 – Jan 2019
Quality Assurance Engineer
• Supported global customers with root cause investigations for over 5000 customers in over 3 time zones
• Collaborated with cross-functional teams to ensure our ISO certification was maintained
• Revamped our documentation structure and re-organized quality system saving 50% on document retrieval time

Aerodyne Aviation Technology, Cape Town, South Africa — Jan 2017 – Feb 2018
Quality Engineer
• Commissioned specialized tooling for the development of over 30 unique aircraft parts
• Authorized the delivery of over $2M worth of FAA-certified components for the flagship PC-12 aircraft
• Led a major ISO 9001 audit, critical for customer and business operations

Caudwell Marine, Cape Town, South Africa — Jun 2015 – Dec 2016
Product Owner, Design Engineer
• Successfully designed and spearheaded manufacturing for our flagship 300 hp engine with $10M of annual funding
• Developed and maintained complex CAD models along with all product lifecycle data for 350 critical components
• Designed, prototyped, validated, tested and commissioned engine and transmission components
• Reduced product materials cost by 50% via material and supplier selection, method of manufacture and assembly optimization

Special Products & Technology, Cape Town, South Africa — Jan 2014 – May 2015
Product Owner, Design Engineer
• Designed and developed over 20 new products, including bank coin counters, pizza ovens and unique vending machines
• Presented high level product concepts to firmly secure 5 new clients and expanded existing client accounts
• Supported directors and engineering managers with new product concept designs, prototyping, and testing

Education

University of Cape Town, South Africa — Dec 2013
BSc. Electro-Mechanical Engineering

London App Brewery, Remote — Jun 2021
Flutter Mobile App Development

Certifications

Certified Agile Scaling Practitioner 1, Scrum Alliance	2024
Certified Scrum Product Owner, Scrum Alliance	2024
Certified Scrum Master, Scrum Alliance	2024
Product Discovery Micro-Certification(PDC)™, Product School	2024
Product Launches Micro-Certification(PRLC)™, Product School	2024

Product Strategy Micro-Certification(PSC)™, Product School	2024
Product Roadmapping Micro-Certification(PRC)™, Product School	2024
Product-Led Growth Micro-Certification(PLGC)™, Product School	2024
Product Analytics Micro-Certification(PAC)™, Product School	2024
Artificial Intelligence Micro-Certification(AIC)™, Product School	2024
Becoming an AI-First Product Leader, LinkedIn Learning	2023
Personal Productivity for Product Managers, LinkedIn Learning	2023

Grants and Awards

Mozilla Builders Accelerator, pre-seed MVP Funding	2021
1909 Accelerator, 1st Place, Pitch Contest	2021

Skills

Product Strategy & Roadmap Development
Product Strategic planning, Product Discovery, Product Prioritization (RICE, Now-Next-Later, Value-Risk, MoSCOW, Value Per Point), Roadmap Development, Product Development, aligning product initiatives with business goals, Lean methodologies, MVP Development & Launch, Product Vision and goal setting, Lean Canvas, Release Planning, Product Increment (PI Planning)

Agile Methodology & Project Management
Agile Methods (Scrum, Kanban) & Scaling (including Nexus, SAFe, LeSS, Scrum of Scrums, Scrum@Scale), Team Formation and Design, Cross-Dependency Management, Project Management, Metrics and Analytics, Release Planning, Sprint Planning, Lean Practices, managing cross-functional teams, Backlog refinement, Daily scrum, Sprint planning, Sprint retrospectives, Sprint Demos, Kanban, Sprint Goal, Customer Segmentation, Backlog Prioritization

Leadership & Team Development
Cross-functional Team Leadership, Budget and Resource Management, SMART goal-setting and review, 1-on-1 coaching, performance management, DISC assessments, fostering a culture of innovation, 30-60-90 Day development, employee skills development, Stakeholder Management, Data-Driven Decision Making

Communication & Strategic Planning
Roadmap Planning, Bi-weekly Leadership Reporting, Offsite Quarterly Planning, Board Deck Creation and Presentation, executive alignment

Customer & Market Insights
Market Analysis & Competitive Positioning, Customer Engagement & CSAT Programs, Market and Customer Analysis, User Research, Data Analysis, data-driven decision-making, SWOT analysis

Product Design & UX/UI
Product Design, UI/UX Design, User-Centric Product Development, Design Thinking, Usability Testing, User Story Mapping, User Flows, User Personas, User Empathy Mapping, Competitive Research

Product Operations (ProdOps)
Critical Response Process, Customer Expectations Management, Service Desk Operations, Issue Escalation, Hot Fix Deployment, Issues and Priorities Reporting

Industries
Social Networks, Marketing, AdTech, MarTech, FinTech, Productivity Tools, Consumer Marketplaces, Video Platforms, Enterprise Software, SAAS

Tools & Technologies

Product Management & Roadmap Development Tools: Aha.io, Jira, Confluence, Notion, Trello, ClickUp, Miro, Confluence, ChatGPT, Gemini, Pi
Used for: Strategic roadmap planning, stakeholder alignment, managing product development workflows, and organizing product vision and strategy documentation, Sprint planning and execution

Agile Project Management Tools: Monday.com, Smart Sheets, Jira, Google Suite, Slack, Zoom, MS Office & Teams
Used in: Leadership communication and initiative planning, team communication and collaboration, project tracking, and cross-functional alignment, whirlwind and WIGs(Wildly Important Goals) project tracking and reporting

Customer Analytics & Market Analysis Tools: Google Analytics, Firebase, Hotjar, Segment, Typeform, Microsoft Clarity, Pendo, SQL
Used for: Gathering customer insights, market analysis, tracking user behavior, and conducting customer engagement and feedback surveys

UI/UX Design & Product Design Tools: Figma, Adobe XD, Whimsical, Webflow, WordPress, Adobe XD, FigJam, WebFlow
Used for: Creating user-centric product designs, prototyping, conducting usability testing, and developing web and mobile interfaces.

Programming & Development Tech: iOS, Android, Python, C, C++, HTML, CSS, Python, Flutter, Dart
Used for: Web and mobile app development, building scalable software solutions, script writing, automating workflows

Leadership & Team Development Tools: Loop (One-on-One Meetings), Google Suite, Miro, Internal Training Tools, MS Teams
Used for: Supporting team growth, setting and tracking SMART goals, conducting one-on-ones, facilitating leadership development, and resource planning

Product Operations Tools: Jira Service Desk, Google Suite, Slack, Intercom, Zendesk
Used for: Critical response process, managing customer expectations, service desk operations, issue escalation, hot fix deployment, reporting issues and priorities, bug reporting, client communications