



## Adrian Claudius-Cole

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

[Pompano Beach, FL – 754-317-0771](#) – [adrianclaudiuscole@gmail.com](mailto:adrianclaudiuscole@gmail.com) – [linkedin.com/in/adrianccole](https://www.linkedin.com/in/adrianccole) – [DiSC Profile: iD](#)

- Seasoned product leader with 10+ years of experience, launching 30+ products across social networks, productivity tools, marketplaces, and video platforms, with a focus on driving innovation and solving real-world problems.
- Certified CSPO, CSM, and CASP 1 (Scrum Alliance) with deep expertise in agile practices and scaling methodologies, enhancing product quality, team efficiency, and organizational alignment.
- Proven track record leading cross-functional teams of up to 8 (Product Owners, Scrum Masters, UI/UX Designers, Technical Product Managers), transforming ideas into market-ready products while fostering a culture of autonomy and innovation.
- Expertise across the full product lifecycle, including strategy, roadmapping, customer engagement, CSAT programs, and achieving sprint readiness, while collaborating with C-suite stakeholders to align product vision with business goals.
- Startup and enterprise experience, working directly with founders to shape product strategies, refine roadmaps, and successfully bring new products to market in competitive industries.

## Professional Experience

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**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
- Led a cross-functional team of 8 (Product Owners, Scrum Masters, UI/UX Designer, Technical Product Manager, Product Consultant) to develop and scale a \$90M/year core email product, achieving 3 sprint readiness across all systems as a key KPI for team preparedness and execution.
- Drove strategic roadmap planning by leading two quarterly sessions with 23 cross-functional stakeholders, aligning on epic decomposition, delivery timelines, and quarterly commitments, while facilitating in-quarter reviews to maintain alignment with strategic goals.
- Spearheaded critical product initiatives, including the \$3M development and integration of Site Impact's new traffic engine (handling millions of clicks monthly) and the company's first CSAT program, establishing a CSAT score, 12-month calendar, and customer feedback process.
- Revamped organizational processes by introducing a scalable agile framework, earning CASP1 certification, and crafting a company-wide adoption and rollout plan. Improved incident response workflows by integrating Root Cause Analyses (RCAs), enhancing long-term issue prevention.
- Optimized team performance and growth, managing OPEX budgets, recruiting and onboarding key hires with 30/60/90-day plans, and enhancing leadership through \$40,000 senior leadership training, including DiSC assessments and SMART goal-setting for direct reports.

**Centrifi**, Coral Springs, FL / Hybrid

Mar 2024 – Oct 2024

**Director of Product (Startup incubated by Site Impact)**

- Successfully launched Centrifi in under six months after two years of failed attempts, managing a \$4.3M budget and leading a cross-functional team (Product Owner, Business Analyst, Scrum Master, UI/UX Designer) to deliver the product to market.
- Drove customer adoption through a beta program for 22 customers, conducting walkthroughs, collecting feedback, and prioritizing features and bug fixes to accelerate post-launch engagement and adoption.
- Enhanced product strategy and execution by hosting roadmap workshops, aligning stakeholder goals with deliverable timelines, and reprioritizing features based on customer needs and development capabilities.
- Revamped agile processes and team agreements, clarifying roles and responsibilities to improve cross-functional collaboration, communication, and overall product delivery efficiency.
- Led strategic alignment and executive communication, creating and presenting quarterly Board Decks, facilitating leadership sessions, and managing relationships with stakeholders and overseas vendors to ensure cohesive product vision and execution.

**Camlann Games Inc**, Boston, MA / Remote

Mar 2023 – Feb 2024

**Sr. Product Manager (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

**Product Manager (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

**Product Manager (0 to 1 App Development)**

- 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

**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**

<i>Certified Agile Scaling Practitioner 1, Scrum Alliance</i>	2024
<i>Certified Scrum Product Owner, Scrum Alliance</i>	2024
<i>Certified Scrum Master, Scrum Alliance</i>	2024
<i>Product Discovery Micro-Certification(PDC)<sup>TM</sup>, Product School</i>	2024
<i>Product Launches Micro-Certification(PRLC)<sup>TM</sup>, Product School</i>	2024
<i>Product Strategy Micro-Certification(PSC)<sup>TM</sup>, Product School</i>	2024
<i>Product Roadmapping Micro-Certification(PRC)<sup>TM</sup>, Product School</i>	2024
<i>Product-Led Growth Micro-Certification(PLGC)<sup>TM</sup>, Product School</i>	2024
<i>Product Analytics Micro-Certification(PAC)<sup>TM</sup>, Product School</i>	2024
<i>Artificial Intelligence Micro-Certification(AIC)<sup>TM</sup>, Product School</i>	2024
<i>Becoming an AI-First Product Leader, LinkedIn Learning</i>	2023
<i>Personal Productivity for Product Managers, LinkedIn Learning</i>	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