







A D A M L E W K O V I T Z

PRODUCT LEADERSHIP • EXECUTION • OUTCOMES

CONTACT

-  347.565.4324
-  adam@adamlewkovitz.com
-  www.adamlewkovitz.com
-  Address available on request

EDUCATION

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY
DIPLOMA IN INFORMATION TECHNOLOGY PROFESSIONAL PRACTICE
 University of Technology, Sydney
 2002 — 2007

- **International Exchange Scholarship**
 The University of Texas at Austin,
 Fall semester, 2005

CERTIFICATIONS

PRODUCT MANAGEMENT

- Scrum Product Owner (CSPO®)
- SAFe® Product Manager (POPM®)

PROJECT MANAGEMENT

- Project Mgmt. Professional (PMP®)
- Certified ScrumMaster (CSM®)
- SAFe® Agilist (SA)

SUMMARY

Highly impactful product manager with 10+ years of experience, seeking to leverage proven leadership and strategy skills to unlock innovation and deliver value. Expert in product-led marketing, UX/product design, technology delivery, and Agile digital product management. Accomplishments include the global launch of the Amazon Appstore, Bank of America and Walgreens' mobile apps and Marriott personalization.

PROFESSIONAL EXPERIENCE

ASSOCIATE DIRECTOR, PRODUCT MANAGEMENT

Publicis Sapient | 2018 — Present | New York, NY

- Lead Agile teams to launch U.S bank's 5-star rated app in 8 months
- Directed Marriott's personalization and commerce product teams to design, develop and launch a global offers platform - increased traffic by 288% and conversion by 7%
- Managed the definition, development, and launch of Walgreens' new, personalized mobile app and loyalty program improving NPS by 14%
- Partnered with Google to launch conversational commerce, and predictive shopping experiences on search, maps & voice assistant
- Launched a customer data platform (CDP) to integrate big data, define audiences and drive omni-channel marketing using machine learning

DIRECTOR OF PRODUCT (CONTRACT)

Call9 Inc | 2017 — 2018 | New York, NY

- Led engineers, a designer and a data scientist to launch products that increased revenue and company scale leading to 200% customer growth

PRODUCT MANAGEMENT COURSE INSTRUCTOR (PART-TIME)

General Assembly | 2016 — 2018 | New York, NY

- Instructed the 10-week Product Management course

MANAGER, TECHNOLOGY SOLUTIONS ADVISORY

KPMG Digital | 2013 — 2016 | New York, NY

- Launched KPMG's Digital division and grew the team from 2 to nearly 200 consultants, designers, and developers
- Advised clients on enterprise solutions that improved profitability, decision making, productivity, and user happiness
- Supported new business development through thought leadership, proposal preparation, and client presentations



A D A M L E W K O V I T Z

PRODUCT LEADERSHIP • EXECUTION • OUTCOMES

SKILLS

SOFTWARE

- Microsoft Office
- Google Workplace
- JIRA / Confluence
- Adobe Creative Cloud
- Sketch
- Figma
- InVision
- Analytics software

COMPETENCIES

- Product execution & delivery
- Fluency with data and analytics
- User experience design
- Artificial intelligence
- Experimentation and Analytics
- Customer insight and discovery
- Front-end web development
- SQL
- Business strategy
- Product vision & roadmaps
- Stakeholder management
- Team leadership
- Agile project management

PROFESSIONAL EXPERIENCE

SENIOR PRODUCT MANAGER, AMAZON APPSTORE

Amazon | 2012 — 2013 | Seattle, WA

- Owned the design, development and launch of Amazon's web-based mobile app marketplace from concept to launch
- Scaled and globalized the product to nearly 200 countries to support the worldwide rollout of Amazon's Kindle Fire devices
- Designed, experimented, and shipped product enhancements that doubled user acquisition, engagement, and conversion
- Awarded a patent

SENIOR PRODUCT MANAGER (CONTRACT)

Bank of America | 2011 — 2012 | New York, NY

- Planned, built, and managed the bank's first Android app
- Advised on roadmaps and UX for the bank's apps and mobile website

PRODUCT MANAGER (CONTRACT)

Razorfish | 2010 — 2011 | New York, NY

- Redesigned an e-commerce website to improve usability and conversion

PRODUCT MANAGER (CONTRACT)

ActiveHealth Management (Aetna) | 2009 — 2010 | New York, NY

- Launched an award-winning health portal used by 1.6 million customers

INDUSTRIES

- Retail, Healthcare, Financial Services, Consumer Electronics, Telecommunication, Travel and Hospitality, Government and Consulting

INTERESTS

- Technology, Entrepreneurship, Digital Marketing, Food and Mixology, Music and Adventure Travel

SCAN TO
VIEW PORTFOLIO

