

Adam Mathes

adammathes.com · adam@adammathes.com

Experience

Yahoo

Senior Director, Product Management · 2013–

Messaging, Communications · 2017–

- Product lead for messaging products, platforms, and partnerships
- Executive sponsor of Associate Product Manager (APM) program — hired, trained, and mentored new product talent through accelerated program

Video, Esports · 2015–2017

- Product lead for Yahoo Esports — created teams and launched cross-platform v1 experiences in 90 days encompassing live video, editorial, and real-time data
- Launched features and tools responsible for driving ~20% of video views, including vertical stories format across mobile web and apps
- Managed organization of 25 across product and engineering
- Program lead for Associate Product Manager (APM) program

Weather · 2013–2015

- Product lead for Yahoo Weather
- Grew daily active users 10x
- Concept to launch of Yahoo Weather for iPad in 60 days, featured by Apple as a best new application at launch
- Industry recognition during tenure included Crunchie, Webby, IDEA, Lovie awards.

XOXCO

Consultant · 2012–2013

- Design, development, and strategic consulting on projects for clients including Intel, Whole Foods, Turner Broadcasting, and PandoDaily

Mermodynamics

Principal · 2010–2012

- Designed, developed, and launched minimalist software products on the web, MacOS, and iOS including belowrez, textagon, Top Priority, DoOneThing, 4uhm, imagesoak, vgamereleases, CalmDown, mailmedaily

Google

Product Manager · 2005–2010

Android · 2009–2010

- Product lead for media applications and web browser in Android 1.x to 2.x
- Drastically reduced end-user latency of the camera and web browser through redesigns and performance improvements focused on key use cases
- Scaled web search engagement by orders of magnitude through browser UI improvements and platform growth

Orkut · 2008–2009

- Product lead for media and photo features
- Grew photo uploads 5x making it the largest by volume in world, doubled photo-related pageviews
- Launched photo features at massive scale including photo comments, albums, bulk uploader, and editing

Google Books · 2005–2007

- Launched the world's largest downloadable digital book repository, preserving and making accessible centuries worth of knowledge
- Grew books corpus on Google by millions through materials scanned from libraries
- Launched book reference pages including automatically extracted tables of contents, subjects, keywords, citations, reviews, and references
- Productized and launched work from research teams on machine learning and data extraction that led to several patents
- Began work through Google's APM program, an accelerated product management training program

Consumating.com

Cofounder · 2003–2005

- Sold to CNet in 2005
- Dating and social networking site that was a first to use tags for communication and search

Education

Stanford University

BS, Computer Science, 2002

University of Illinois at Urbana-Champaign

MS, Library and Information Science, 2005