

adam m. shatzkamer

New York, New York USA
adam@shatzkamer.com
<http://adamshatzkamer.info>

innovation strategist. service designer. digital native. serial entrepreneur.

Designers love post-it notes, strategy consultants swear by graph paper; put simply, I'm the guy with the graph paper post-its. I leverage human-centered design, lean startup & agile, along with more traditional methods, to design, accelerate, launch, operate & grow new products, services, experiences, value propositions, business models & growth platforms.

employment.

Genpact Limited

Director, Innovation by Design & Design Transformation

New York, NY

2017 – Present

- Studio Head, leading the planning, build out, launch & operation of our NYC design studio
- Responsible to shepherd Genpact's transformation to become design-led
- Serve as executive engagement leader guiding agile design/development teams to disrupt the status quo in the back & middle office with design thinking & lean startup
- Oversaw consulting engagement to reinvent accounts payable operations for a Fortune 100 CPG firm resulting in increased capacity to support multiple major acquisitions without increasing FTEs

Armonk & New York, NY

IBM Corporation

Senior Managing Consultant, IBM Interactive Experience

2013 – 2017

Engagement Manager, Global Innovation Programs

2013 – 2014

Associate Market Development Advisor (MBA Intern)

Summer 2012

- Progressively responsible global roles leading client-facing & internal teams & projects involving omnichannel experience & service design, business model innovation & corporate venturing/intrapreneurship; lead the delivery of about \$4MM in consulting services, leading to over \$7MM in follow-on work on average each year
- Served as acting Associate Partner leading delivery of a 6 month long, >\$1.6MM effort using IBM Design Thinking to reengineer core business processes for one of the world's largest freight railroads
- Directed corporate accelerator program for digital-first, direct bank with responsibility translate vision & strategy into live omnichannel experiences; develop & execute personal financial management product roadmap
- Planned & facilitated Innovation Discovery Workshops, IBM's premiere approach to co-creating value & pursuing mutual growth opportunities with clients. Outcomes included signing ~\$1B multi-brand cloud analytics deal in Latin America & forming 50/50 Smarter Cities joint venture forecast to bring €40M first year revenue in Europe

Synthesis Corp.

New York, NY

Innovation Consultant

2012 – 2013

- Analyzed market forces, competitors & customer segments; developed strategic plans to guide organic & inorganic firm growth

Inforo Networks LLC

New York, NY

Founder/CEO, Principal Digital Strategist

2004 – 2012

- Launched & operated firm involved in monetizing web 2.0 & branded content websites & brand, social & product strategy. Sold to employees in 2012

New York City Department of Health

New York, NY

Emergency Preparedness Project Manager

2009 – 2011

- Initiate, manage, & evaluate projects to enhance NYC's ability to respond to & recover from chemical, biological & radiological attacks
- Detailed to NYC Emergency Management part-time as a citywide responder

Ecology & Environment, Inc.

New York, NY

Disaster Planning Consultant

2007 – 2011

- Subject matter expert & project manager for community-centric consulting projects involving collaborative disaster mitigation, response & recovery planning
- Ensure a whole community, inclusive planning approach through public engagement

notable awards & certifications.

- Certified Design Thinking Facilitator, Genpact/Luma Institute
- IBM Global Business Services, Extraordinary Consulting Practitioner for 1Q2016
- IBM Eminence & Excellence Award, January 2016
- IBM Design Thinking Top Instructor for 4Q2015, 1Q2016 & 3Q2016
- IBM Top Contributor Award, 2015 & 2016
- Badged IBM Design Thinking Practitioner, Coach & Leader
- Certified Lead Instructor, IBM Design Thinking
- Certified Agile Scrum Master, Scrum Alliance

illustrative client list.

KKR, Kraft Heinz, Condé Nast, Banco de Crédito del Perú, Intel, Marriott, JPMorgan Chase, American Express, Diageo, Shapeways, Mashable, Toshiba, Citibank, Asurion, 3G Capital, Nimbus9, Bradesco, BASF, Lakeside Minerals, Apple, Emirates, Acumen Fund, Berkshire Hathaway, Scotiabank, MetLife, EntreprenYours Accelerator, Discover Digital Group, IBT Media, Verizon...

other professional experience.

New Digital Ventures

(e.g. steamshovel llc, OutbreakSafe, Housing Match)

2004 – Present

- Advise & mentor entrepreneurs
- Launched, operated & sold or shut down multiple web 2.0 & ecommerce platforms as founder/CEO for fun & profit

NYC Area Universities

2013 – Present

Guest Lecturer, Design & Innovation

US Public Health Service

2013 – Present

Reservist, Disaster Responder

The Design Gym

2012 – 2015

Human Centered Designer

RBS MBA Marketing Association

2011 – 2012

Co-President

Genco/FedEx

2011 – 2012

MBA Sales Strategy Consultant

Manhasset-Lakeville Fire Dept.

1999 – 2006

Volunteer Firefighter/EMT

education.

New York University

June 2017

ITP – Interaction Design

SUNY Poly

December 2016

Graduate work in Design

Rutgers Business School (RBS)

May 2013

MBA, Value Chain Strategy

Rutgers Center for Innovation

October 2012

Master's Certificate, UX Design

Wall Street Training

December 2011

Valuation & M&A Modeling

New York University

December 2008

Graduate work in Org Behavior

John Jay College

December 2006

BA, Public Management

additional.

- Proficient in Excel, Powerpoint, Word, Project, Omnigraffle, Visio, Keynote, Adobe Creative Cloud, Balsamiq, Axure, HTML5, JIRA...
- Member: AIGA, IxDA, PDMA...
- Interests: family, cooking, sailing, fishing, rock & roll, growth hacking...