



ADAM KRAFT


Product Management,
Strategy, Design

Contact

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Education

December 2003

**Colorado State University /
BBA Information Systems,**
Honors Diploma & Society
– Fort Collins, CO

Key Skills

Product Management

Business Strategy

Cross-Functional
Leadership

Product Analytics

B2B/B2C SaaS

Process Design &
Improvement

User Experience Design

Empathy

Professional Summary

Product leader with 10+ years experience driving SaaS growth through product innovation. I excel at aligning user needs with business goals to translate them into impactful product solutions. I'm passionate about leveraging data, customer insights, and emerging technologies to create products that transform businesses and improve lives.

Experience

October 2015 – Present

Remote

Head of Product | Co-Founder at RapidFunnel

Defined and executed the product plan for a hybrid B2B/B2C SaaS platform, driving growth to \$2M+ in annual revenue while serving 250K+ users over a decade.

- End to end product management for the mobile apps and web platform; which is the primary method of daily operation for our users in their business.
- Worked with clients, users, account executives and support to collect customer feedback to guide product development, prioritizing features that enhanced usability and addressed key pain points.
- Partnered with cross-functional teams in engineering, design and marketing to deliver seamless product rollouts.
- Analyzed metrics and utilized market research to identify growth opportunities, resulting in a stronger product-market fit and growing from 0 to over 20K MAU.
- Designed workflows and drove the adoption of both AI-driven and traditional tools across internal teams. This enhanced our operational efficiency and enabled data-driven decision-making while streamlining daily processes.
- Helped grow the team from founding (4) to scale (30+) members

November 2011 – Sept 2015

Centennial, CO

IT Project Manager at CoBank

Planned and implemented end-user computing systems for 1,000+ employees which helped improve hardware and software operations across the organization.

- Researched, project managed and deployed hardware inventory management, backup and upgrade processes and software to improve the uptime of employees by over 50% during any transition.
- Entrusted with direct IT support to C-Suite executives and Board of Directors
- Simplified complex technical concepts for non-technical stakeholders, fostering clear communication and informed decisions.

Jan 2009 – Nov 2011

Aurora, CO

Owner/Freelance Web Project, Design & Development at ALK Companies

Managed and delivered 20+ web design and development projects working directly with clients to realize their vision for their business and online presence.

- Produced engaging video and graphic content tailored to client needs, effectively communicating their message to millions of people.
- Delivered end-to-end project management, ensuring on-time delivery and high-quality results that exceeded client expectations while being cost effective by managing and working with international talent.