ADAM TAYLOR, CSM, PMI-ACP®

Innovation and Growth Executive • Effective Team Builder • Strategic Software Development Expert

📞 **403.768.1565**   @ **aj@ajtaylor.net**   🔗 **https://ajtaylor.net**

SUMMARY

Technology executive and former CTO with over a decade leading enterprise and startup innovation. Proven ability to scale global teams (450+), deliver award-winning products for brands like Netflix, Disney, Nike, Delta Air Lines, Twitch, Starbucks, and drive 9-figure outcomes including two $1B+ exits.

EDUCATION

Executive Program, Negotiation and Leadership, Law
Harvard Law School

Applied Project Management
Simon Fraser University

EXPERIENCE & FEATURED PROJECTS

Chief Technology Officer
BitCreative - App Design Agency

📅 03/2020 - 11/2024   📍 Anaheim, CA

BitCreative is the app developer behind the top 500 marketing agencies in the US/Canada, providing white-label development to the world's top brands.

- Fractional CTO to hundreds of retail mobile and web app projects, directing architecture of up to 80 large projects simultaneously.
- Managed a corporate budget of $20M+ and client total budgets exceeding $1B.
- Instrumental in creating protocols and policies for both on-shore and offshore staff leading to a 40% efficiency as well as coaching first time mobile app stakeholders on running their new business.
- Directed company-wide technology strategy, service delivery, and cybersecurity for high-profile clients.
- Worked cross-functionally with executives and delivery teams to align tech initiatives with strategic business goals.
- Regularly communicated complex technical concepts to non-technical stakeholders, ensuring organizational alignment and buy-in.
- Developed new processes that reduced software project time to market by 33% using offshore resources.
- Attained 99.99% uptime for our systems across AWS, GCP, and DigitalOcean.

Chief Software Architect
BitCreative - App Design Agency

📅 10/2010 - 03/2020   📍 Orange County, CA

Scaled BitCreative's global development team to over 450 engineers across multiple continents with unmatched skills and efficiency.

- Grew the software and design teams to over 450 people, up 800% from 10 years ago.
- Managed full-cycle project delivery, from budgeting and resource planning to agile execution and client success.
- Established standardized SDLC and agile practices, dramatically improving delivery velocity and code quality.
- Implemented JIRA, Confluence, and code tracking throughout the org.
- Mentored product owners, developers, and designers, fostering a high-performance culture and leadership pipeline.
- Took a strict "design-first" approach and actively participated in mobile & web app design.
- Created automated reporting systems and forecasting tools, optimizing project outcomes and reducing cost overrun.

KEY ACHIEVEMENTS

💲 **Milestone Project Acquisition**
Achieved a $970 million acquisition by Amazon through a successful tech project.

🌐 **Global Team Leadership**
Directed global teams, resulting in 45% increase in project delivery speed and lower costs.

📱 **Consumer App Success**
Led app development featured in 7 Apple tv commercials, boosting visibility by 60%.

📊 **Fintech Innovation**
Pioneered stored-value credit card platform contributing to a $1 billion acquisition.

💡 **Deep AI Innovation**
Expert in enhancing guest experience with the power of AI and Machine Learning.

CERTIFICATION

PMI Agile Certified Practitioner (PMI-ACP)®
Project Management Institute

Certified Scrum Master (CSM)
Scrum Alliance

G Suite Administrator Fundamentals by Google Cloud
Google

QuickBooks ProAdvisor
Intuit

HLS2X: Contract Law
Harvard Law School

Certificate - Business Excellence
Disney Institute

Certificate - Creativity & Innovation
Disney Institute

Certificate - Leadership Excellence, the Disney Way!
Disney Institute

Certificate - Quality Service
Disney Institute

Certificate - Selection, Training and Engagement of Employees
Disney Institute

IT Essentials
Cisco Networking Academy

EXPERIENCE & FEATURED PROJECTS

Digital Strategy Consultant (Contract)
Nordic Naturals

Led Nordic Naturals through a full digital transformation from Magento to a headless Shopify architecture and at the same time implementing Scrum throughout the development team.

- Boosted user engagement by 40% by deploying a new brand experience and commerce platform across web and mobile.
- Coached internal developers and product teams during the transition to Agile and Scrum leading to a 20% increase in team engagement.
- Implemented Atlassian tools (JIRA, Confluence) to support agile workflows improving team performance by 10%.
- Produced organization-wide training materials and ensured knowledge continuity post-contract.
- Successfully launched www.nordic.com and laid the groundwork for future multilingual and B2B deployments.

Senior Project Manager (Contract)
The Walt Disney Company

Agency contract to develop project "NextGen/MyMagic+" with many external partners of TWDC.

- Created the original Disney MagicBands together with Frog Design.
- Coordinated with many partners including HP, Siemens, Accenture and the Disney WDPRO team.
- Integrated Park tickets, hotel room keys, FastPass+ reservations, tap-to-pay system for guests, including MICROS-Fidelio/Opera integration.
- Managed a significant budget (total project budget was over 1.4B).
- Faced extraordinary failure and iteration throughout this project.
- The frictionless payments increased revenue by 14% in the first year and 8% year-over-year, which was directly attributable to the MagicBands.
- The gained efficiencies allowed for 3,000 to 5,000 more park guests per day.

Product Owner (Contract)
Twitch

Led product vision and delivery of the Justin.tv HD iPad app—paving the way for Twitch's exponential growth.

- Designed and launched the first HD live-streaming apps for iPad with integrated live chat, generating 30% more revenue from the AppStore.
- Created an industry-leading UI, contributing to Twitch's growth to 100M+ unique monthly users.
- Played a pivotal role in product-market fit before Amazon's $970M acquisition in 2014.

Starbucks App (Contract) - Sr. Project Manager / Product Owner / Architect
Starbucks

Led development of the original Starbucks Mobile App, used by over 34 million customers.

- Integrated Starbucks Rewards, allowing in-app loyalty tracking and digital offers, driving offer redemption, up 12%.
- Architected and launched mobile payments via barcode, pioneering widespread adoption across North America with existing POS.
- Delivered several award-winning features that boosted user engagement and in-store revenue.
- Balanced cross-functional stakeholder needs while maintaining delivery momentum and quality.

TRAINING / COURSES

Contract Law

Foundations of Project Management

Project Communication Management

Project Leadership, Problem-Solving and Decision-Making

Project Management Office

Project Management Technology

Project Management: Simulation

Project Monitoring and Control

Project Procurement and Stakeholder Management

Project Quality Management

Project Risk Management

Project Procurement and Stakeholder Management

SKILLS

Enterprise Software Architecture

Leadership   **Client Management**

Security & Compliance   **Project Plans**

Agile   **People Management**   **Jira**

Stakeholder Management   **Confluence**

Banking   **Near-field Communication (NFC)**

Fin Tech Systems   **Resource Planning**

Regulatory Compliance   **Telecom Systems**

Wireless MVNO   **User Stories**

Radio-Frequency Identification (RFID)

Hardware Architecture   **Product Lifecycle**

Employee Training   **Time Management**

AI / ML   **Machine Learning**   **CRM**   **AWS**

GCP   **Blockchain**   **Neural Networks**

Crypto Wallets / Custody   **Many More**