

Adam Hagedstedt.

VP of Product Management — AI Implementation & Agentic Systems

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Summary

AI-implementation executive who leads enterprise rollouts **and ships the production code that proves them.** Rolled Claude Code to **500+ active users** across a 3,000+ person org; **demoed RL environments at NVIDIA GTC** in two weeks (now in active RFP with multiple Mag-7 customers); **replaced a ~\$1M/yr platform in 1.5 weeks**; and earlier owned the **\$1.5B profitability platform** at Amazon. Currently VP of Product Management at Centific (joined as Senior Director, Apr 2025; promoted VP 2026), running **6 AI product lines** as function leader for globally distributed teams. Reads P&L (Gonzaga MBA, Portland State Finance), writes code (Python/FastAPI/React on Cloudflare Workers), and ships by killing what doesn't matter.

Selected Highlights

- **Enterprise AI rollout, 0 → 500+ active users** on Claude Code in a 3,000+ person org (~17% adoption, ~50% of engineering) — via a 3-phase adoption playbook that ports to any agent platform.
- **Demoed RL environments at NVIDIA GTC in 2 weeks** — an agent-powered, industry-configurable RL human-in-the-loop demo any account executive can run live with zero setup; now in active RFP with multiple Mag-7 customers. Deployed on Cloudflare Workers.
- **Replaced a ~\$1M/yr third-party platform in 1.5 weeks** — shipped a custom annotation OS for Physical AI decision-to-production by cutting every non-essential feature, with zero downtime on live projects.
- **\$1.5B profitability lift at Amazon** — read the P&L, designed the ML negotiation system with engineering, automated 6,000+ long-tail vendors, killed the segments that didn't pay back.
- **Shipped 4 AI platforms in 10 months** across US/India/China/Singapore/EU teams; **owns 6 AI product lines** spanning annotation, data marketplaces, data lifecycle, and RL simulation.
- **Cut an enterprise security rollout from a stalled 21-week vendor path to a 6-week in-house Phase 1** — authored the anti-fraud secure-workspace architecture after evaluating the field (Scale AI, Appen, TELUS, Island.io, Palo Alto Prisma).

Experience

Senior Director → VP, Product Management, Centific

Apr 2025 – Present

AI data platform & services company (3,000+ employees). Function leader for 6 AI product lines + Solutions Engineering & Pre-Sales; geo-led teams across US, India, China, Singapore, EU (direct: 4 SE team leads + ~12 ICs; hired 3 of 4 leads). Joined as Senior Director; promoted to VP in 2026.

- **Led enterprise AI adoption from 0 → 500+ active users.** Selected, deployed, and operationalized Claude Code Enterprise (~17% adoption, ~50% of engineering) on a product-agnostic 3-phase framework; became the cross-company AI-adoption point of contact.
- **Shipped 4 AI platforms in 10 months** as function leader across globally distributed teams: an annotation OS for Physical AI, a unified data platform, a data-marketplace → data-ecosystem pivot, and an RL human-in-the-loop demo.
- **Replaced a ~\$1M/yr platform in 1.5 weeks** by cutting every non-essential feature, with zero downtime on existing customer projects.
- **Demoed RL environments at NVIDIA GTC in 2 weeks** — agent-powered, industry-configurable RL with human verification, runnable in any customer meeting with zero setup; now in active RFP with multiple Mag-7 customers.
- **Built the internal AI-adoption observability tool solo** — scraper → SQLite → FastAPI → React/D3 — making usage and ROI legible across 3,000+ people with no BI tool, license, or infra dependency.
- **Authored an org reform** merging Solutions Engineering and platform engineering to decouple revenue growth from headcount via agentic workflows — shifting from selling labor hours to selling delivered datasets.
- **Architected an in-house anti-fraud secure workspace** (Chromium/Electron); proposed Phase 1 in 6 weeks vs. a stalled 21-week vendor negotiation. Controls mapped to SOC 2 / NIST 800-53.
- **Drove AI-implementation outcomes with marquee customers** (generic for confidentiality): a multi-million-dollar (SGD) video-annotation pilot across 6 teams in 3 time zones for a global enterprise; an MBR product demo shipped on deadline for a Mag-7 customer; a Generative-AI-services RFI for a leading frontier AI lab; an iOS-native RL-environment suite RFP, in active submission, for a Fortune-50 consumer-electronics company.
- **Built reusable AI tooling now used across teams** — an M365 AI Analyst Agent for weekly status reports, a UX Information-Architect skill for Claude, and a Claude→Jira auto-comment pipeline running daily in production (architected/operationalized by Adam; built with an engineering lead).

Group PM, Salesforce Success Central, AWS

2023 – 2024

- **Drove Amazon's enterprise migration from a custom internal CRM to Salesforce**, overcoming a deep "Not Invented Here" culture without a top-down mandate.
- **Unblocked enterprise-wide AI adoption on security** — influenced Salesforce's Einstein AI roadmap to meet Amazon's AppSec/privacy bar, the direct analog to the security gate every enterprise AI rollout must clear.

Senior Director, CX SaaS & Chief of Staff, Cisco

2021 – 2022

- **Owned customer-facing on-prem-to-cloud migration** of the WebEx contact-center ecosystem ("Better Together"), driving **30–40% velocity gains** through cross-team dependency planning.
- **Built Journey-as-a-Service** — AI-driven digital-footprint tracking for proactive contact avoidance — as a differentiator competitors couldn't match.
- **Chief of Staff to the GM:** strategic right-hand taking first-round decisions and synthesizing signals into executive calls across senior directors and VPs.

Group PM, Analytics & AI (Amazon Connect), AWS

2019 – 2021

- **Architected the Math Engine & Event Store** — an event-driven analytics platform letting enterprise customers ingest their own events and define custom metrics across voice, chat, and video.
- **Launched Contact Lens (real-time AI)** — sentiment analysis and manager nudges on **100% of calls**, replacing the legacy ~1% supervisor-sampling model.
- **Closed Fortune 500 deals** running pre-sales engineering and critical escalations directly.

Group PM, Automated Profitability Management, Amazon

2015 – 2019

- **\$1.5B profitability lift** — read the P&L unit economics, designed the ML negotiation system with engineering, and automated negotiations for **6,000+ long-tail vendors** via attribute mapping and virtual benchmarking.
- **\$500M incremental revenue stream** from real-time profitability nudges (Buy-Box-loss and unprofitable-item triggers).
- **Built and led 5 PMs** plus an offshore execution arm in India; moved vendor management from ~80% manual to automated ("Hands Off the Wheel").

Global Supply Manager, Connectors & Cables, Apple

2014 – 2015

- **Launched a Brazil manufacturing line to optimize import-tax strategy** for lightning cables — supply chain as financial engineering.
- **Delivered tech-integrated retail displays for the original Apple Watch launch** under immovable hardware deadlines; held production lines at 100% uptime through component shortages.

Category Leader, Amazon Supply, Amazon

2011 – 2014

- **Scaled industrial categories to 200% YoY growth** during the standup of Amazon's B2B business (precursor to Amazon Business).
- **Pioneered "Vendor-as-Carrier" logistics** for heavy industrial equipment — turning Amazon from a shipper into a service orchestrator.

Skills

AI Implementation & Enablement — Enterprise AI adoption strategy · LLM deployment at scale · Claude Code Enterprise rollout (500+ users) · 3-phase adoption frameworks · AI-augmented delivery · adoption observability & ROI telemetry · executive AI briefings

Agentic AI & Production ML — Agentic workflows · AI agents · MCP servers · agent skills / sub-agents · Claude Agent SDK (production) · LangGraph / CrewAI / Google ADK (pattern fluency) · RLHF/RLAIF pipelines · RL Environments-as-a-Service · RL human-in-the-loop · Gymnasium API · RLVR / verifiers · evaluation frameworks

Data Platforms — AI data platforms · annotation operating systems · sensor fusion / LiDAR / DICOM / point-cloud · data marketplaces · unified data lifecycle · Physical AI & healthcare AI data

Build / Hands-On — Python · FastAPI · SQLite · React / D3 · TypeScript · Node.js · Cloudflare Workers · API-first design · microservices (Spring Boot/Cloud) · AWS · Azure · vector databases · GitHub

Product & GTM — Product strategy · platform & 0→1 PM · build-vs-buy · RFI/RFP technical leadership · pre-sales / solutions engineering · enterprise deal coordination · marketplace economics · competitive analysis

Leadership — Function leader for globally distributed teams (US/India/China/Singapore/EU) · org design & transformation · P&L / unit-economics fluency · single-threaded cross-functional leadership · hiring & coaching leads · ruthless prioritization

Education

Gonzaga University — MBA, Supply Chain Management

Portland State University — BS, Finance