

ADAM ATTAS

As a product leader of 6+ years, I bridge the gap between creativity, innovation, and implementation, having spent time in each phase of the product lifecycle.

I enjoy building teams, products, and relationships across different disciplines and industries.

adam.attas@gmail.com
551-486-6339
adamattas.com

EDUCATION

Kellogg School of Management 2016-2018
Northwestern University
MMM Joint Degree, MBA & MS Design Innovation

MMM Scholarship, Mark & Debra Klein Scholarship
Director, Kellogg Design Challenge

Johns Hopkins University 2006-2011
BS, Chemical Engineering
MS, Engineering Management

Dean's Fellowship Award, Dean's List Spring 2008,
Men's Varsity Tennis

ACTIVITIES

Co-founder, Chicago Business Designers
160-member community dedicated to the understanding and advancement of business design in practice

Author, "Creativity is not a Switch," Design Mind
Article detailing personal approach to creativity for Frog Design's blog

Pro-bono consultant for digital transformation projects in the tennis industry

SKILLS

Technical
Professional Scrum Master, Tableau, STATA,
Microsoft Office, JIRA, A/B Testing, Financial
Modeling, SQL, HTML, CSS, Ruby on Rails

Non-technical
Change Management, Design Thinking, Storytelling,
Design Research, Prototyping

WORK EXPERIENCE

Allstate | Chicago, IL
Product Manager, Avail Car Sharing 05.2019-present

Selected as first Product Manager for new highly visible, early stage, P2P car sharing service developed by Allstate innovation team

Informed go-to-market strategy for \$300M opportunity using journey maps, personas, and value propositions

Briefed CEO and COO weekly on product KPIs to inform growth strategy and product goals beyond pilot

Lead Innovation Strategist 2018-05.2019

Established new digital offerings for Allstate business through coordination with Allstate executives, engineering, marketing, and outside vendors

Built prototypes for direct-to-consumer mobile app with \$12M projected revenue and 7% cost reduction per policy

Championed guerrilla research tactics to expedite R&D with Insurtech partners, reducing annual research spend from \$1M to \$50K

Frog Design | San Francisco, CA
MBA Strategy Intern Summer 2017

Established post-acquisition product hierarchy and organizational structure for Fortune 500 pharma distributor, significantly reducing product complexity

Partnered with SF Studio's Executive Creative Director to define new Frog onboarding process, capturing firm's culture and history

Accenture Strategy | Washington, DC
Strategy Consultant 2014-2016

Led 3-person engineering team for \$29B budget automation project

Developed 12 custom scripts with simplified workflow to flag errors in real-time

Developed product strategy roadmap for change management system integration and achieved alignment across 30 finance directors for the project as a result

Deloitte Consulting | Washington, DC
Consultant 2013-2014
Analyst 2011-2013

Programmed analytics software to consolidate hundreds of spreadsheets and manual entries into one system

Spearheaded user adoption, change management, and training for 200 nationally dispersed users, achieving 100% success rate with hands-on help desk support and QA