

Adam Baitch

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NYC • B.S. Computer Science, University of Pennsylvania

Product manager and designer with a background in financial markets. First hire at an acquired fintech startup where I developed both consumer and B2B product lines including consumer apps, an API/SDK suite, and generative AI-powered products. Currently building cutting-edge blockchain infrastructure products for Decentralized Finance.

PROFESSIONAL EXPERIENCE

Water Cooler Studios

Chief Operating Officer, Product + Design

April 2024 - Present

NYC + Remote

- Leading product, design, and operations for a venture studio, currently developing a new DeFi infrastructure protocol. Owning roadmapping, product execution & delivery. Running day-to-day operations across EPD (Engineering, Product, Design) as well as company-wide planning cadences.
- AI Adoption: Driving AI agent and workflow adoption across the business for engineering, design, marketing automation, organization and communication, accelerating product development cycles by over 5x.
- Design & development: Crafted and implemented a unified design system across Figma and code. Owning AI-driven prototyping and contributing heavily to production-level frontend development.

Independent Consulting Business

Owner & consultant

March 2024 - Present

NYC + Remote

- Partnering with founders and executives on product management, design, and strategy, including existing and new products. Clients include B2B fintech, Web3/DeFi and digital banking.

Atom Finance (acquired)

Director of Product

Feb 2019 - March 2024

NYC + Remote

- First hire and longest-tenured team member at a fintech startup. Instrumental in shaping the company's product, design, and team operations from pre-seed to Series B and eventual acquisition.
- 0→1 consumer product: Launched a direct-to-consumer investing app in just 7 months, leading all product design and early frontend coding. Executed a viral marketing strategy that secured tens of thousands of highly targeted early users. Scaled the consumer business to 400,000+ users and crafted a freemium pricing model to drive monetization.
- B2B business evolution: Guided Atom's transition from a fast-growing consumer app to a B2B infrastructure provider, enabling a more efficient and scalable business model. Launched enterprise APIs/SDKs that unlocked 7-figure deals and positioned the company as a leader in investment data, content and UI infrastructure.
- Team leadership & org design: Built and led cross-functional product pods consisting of 3 PMs, CX/support, and ~20 engineers. Designed org structures to support both B2C and B2B business lines while driving execution on high-impact projects.
- Product management & strategy: Crafted and drove process for strategic roadmapping & prioritization, sprint planning, user research, centralized documentation and data vendor evaluation.
- Product design: Sole product designer for 4 years, creating and maintaining a scalable company-wide design system in Figma. Produced high-fidelity prototypes, accelerating development and sales cycles.
- AI strategy: Led development of LLM-powered financial content and intelligent search tools, integrating advanced AI capabilities to deliver cutting-edge solutions for enterprise clients.

Allvue (fka Black Mountain Systems)

Implementations

June 2017 - Feb 2019

NYC

- Served as the primary client contact and project manager for \$300k+ implementation projects of financial software for direct lenders and CLO managers.
- Scoped and managed multi-month implementation projects, balancing client requirements with internal resourcing constraints. Owned client communications and ensured alignment on goals, timelines, and deliverables.
- Oversaw technical execution by project team members turning complex financial logic into customized software solutions, ensuring high-quality and timely delivery.

Citigroup

Sales & Trading analyst

May 2015 - June 2017

NYC

- Completed a two-year Sales & Trading rotational program, contributing to quantitative hedging models, workflow automation, and modernization of data systems for multiple credit businesses. Supported a new initiative to modernize how Citi Credit leveraged data for trading & customer insights.