



Adam Maslac

Location: Adelaide, South Australia **Phone:** 0425 555 126 **Email:** adam@maslac.com.au
Website: maslac.com.au

PROFILE

Senior Product Manager with 10+ years in digital product delivery (6+ as a product manager), specialising in enterprise B2B SaaS. Owned the roadmap and delivered 200+ features for Amplify Now, a strategic execution and benefit-tracking platform used by Pfizer, HP, Intel, BHP and other large enterprises. Helped lift ARR by 55% and ACV by 27% in the first 12 months by shipping features that embedded the product in customers' day-to-day operations.

EXPERIENCE

Senior Product Manager

Amplify Now (B2B SaaS)

📅 2023 – present

Strategic execution management platform that helps large enterprises track and measure whether they are on course to achieve organisation-wide goals. Clients include Pfizer, HP, Intel, Coca-Cola Amatil, BHP and Goodyear.

- Helped lift ARR by 55% (\$4.85M to \$7.5M) and ACV by 27% (\$151k to \$192k) in the first 12 months as the company's sole product manager, working under the founder (Head of Product) and later alongside two additional PMs.
- Defined and launched the company's first product roadmap within 6 months: combined competitor research and a discovery workshop to surface customer problems, turned them into a feature set, then ran a prioritisation exercise with the founder, CEO and Head of Engineering, scoring effort, customer value and business value and mapping dependencies to set release order.
- Architected, designed and specified 200+ features over three years, leading a team of 7 developers and partnering with UI designers. Used AI prototyping to shorten feedback and delivery loops.
- **Status Reporting (Year 1):** Introduced recurring status updates between projects, programs and the enterprise, giving customers leading indicators of success and risk to complement lagging quantitative data. Adopted by 60% of the customer base.
- **Non-financial benefit tracking (Year 1):** Extended the platform beyond financial benefits (e.g. cost reduction) to non-financial measures (e.g. incident counts), broadening the use cases customers could measure and track.
- **Timesheets (Year 2):** Enabled customers to track the labour cost of strategic projects. In many accounts it replaced a separate tool, adding a daily-use hook and increasing weekly session frequency.
- **Jira integration proof of concept (Year 2):** Built a custom integration for a customer to identify the essential requirements for an iPaaS platform. Amplify Now went from no integrations to hundreds within six months of adopting Workato.
- **Resource Management (Year 3):** Designed end-to-end resource requests and allocation across projects and programs, letting large organisations direct effort to the highest-value work. In many cases customers retired a separate project management tool, increasing the product's stickiness.
- **Conditional Approvals (Year 3):** Introduced rule-based approval workflows (e.g. routing by budget thresholds), reducing manual review effort and the time managers spent in the tool.

Digital Product Manager & UX Strategist

Atomix (Digital Agency)

📅 2020 – 2023

- Product managed a \$2M national membership platform for Australia's largest trade union (SDA), serving 250,000+ members nationwide.
- Led UX discovery for a Queensland Government eHealth product serving 500,000+ health professionals, delivering the product roadmap for its support portal.
- Ran stakeholder discovery workshops as well as moderated and unmoderated usability testing (SAHMRI) to define MVPs and balance business needs against budget constraints.
- Worked with UI designers and developers to prototype, specify and quality-check features. Other clients included South Australian Tourism Commission, Cancer Council SA and Elders.

Digital Project & Portfolio Manager

Atomix (Digital Agency)

📅 2017 – 2020

- Managed a portfolio of 30+ projects worth approx \$2.5M, leading multi-disciplinary teams of up to 25 people across Scrum, Kanban and Waterfall delivery.
- Increased average developer efficiency by 50% and cut standard product lead time from 8.5 to 6.5 months.
- Delivered the agency's first React website (Cancer Council SA) and first PWA (South Australian Tourism Commission).

EXPERIENCE

- Clients included Adelaide Oval, SA Power Networks, Electranet, Beach Energy, Santos, and Babcock.
- Handled resource planning and forecasting, budget, scope and risk management, and recruitment.

Digital Account Manager Atomix (Digital Agency)

📅 2016 – 2017

- Managed key accounts including Zoos SA (Monarto Safari Park digital re-brand), Sydney Swans (membership website for 50,000+ members) and The Hospital Research Foundation Group (annual fundraising campaigns).

SKILLS & TOOLS

PRODUCT STRATEGY

Roadmapping Prioritisation Product lifecycle management Competitor analysis MVP definition

DISCOVERY & RESEARCH

Stakeholder workshops User research Usability testing Wireframing & prototyping (including AI prototyping)

ENTERPRISE SAAS

Workflow and approval design Resource & timesheet management Integrations & iPaaS requirements

Adoption & engagement tracking

DELIVERY

Feature specifications User stories Backlog management Dependency planning Cross-functional leadership

TOOLS

Jira GitLab Confluence Notion Figma Miro Pendo Hotjar Optimal Workshop Claude Lovable

CERTIFICATIONS

AI Product Management

Product School

A certification taught by thought leaders from Shopify, Meta and Apple which focused on:

- How to write effective prompts and skills
- Generating AI prototypes
- Creating AI PRDs
- Deploying agentic systems and workflows
- Measuring AI quality with evals and guardrails
- Improving AI based on metrics

SAFe 5 Product Owner/Product Manager

Scaled Agile

This course covered how to apply Lean and Agile principles to enterprise organisations through:

- Outlining the responsibilities of a Product Owner, Product Manager and Scrum Master within the Agile Release Train (ART)
- Product Increment (PI) Planning and aligning goals/dependencies across product teams
- Creating frameworks for estimating effort and prioritisation of features
- Writing, testing and refining user stories
- Managing risks and negotiating scope

UX Management

Nielsen Norman Group

Included the following courses:

- [Design Trade-offs & UX Decision Frameworks](#)
- [Designing Influence](#)
- [Usability Testing](#)
- [Facilitating UX Workshops](#)
- [Service Blueprinting](#)
- [UX Roadmaps](#)

CERTIFICATIONS

PRINCE2 Agile Foundation

Agile Project Management

This certification explored a range of Agile methodologies including:

- Scrum
- Kanban
- Lean
- Waterfall/Agile Hybrid

Dare to Lead

Emotous

Based on the research of Dr Brene Brown this Emotional Intelligence (EQ) course focused on:

- Leading with empathy and connection
- Building trust & psychological safety in a team
- How to have hard conversations
- How to give & receive feedback
- Taking smart risks that lead to innovation
- Recovering quickly after disappointments & setbacks

EDUCATION

Marketing | Bachelor of Management

University of South Australia

Commercial Law | Bachelor of Business

University of South Australia

REFERENCES

Available on request