

Adam Kropf

Kitchener, Ontario (519) 362-0692 adamwkropf@gmail.com AdamKropf.com

Texada Software

February 2015 – Present

Head of Product and Development

October 2018 – Present

In this role, I am privileged to be able to lead the design, product, development, and QA teams for the Texada portfolio of products. I actively set both long term product vision, strategy, and roadmaps as well as shorter term tactical product changes to achieve product success.

I believe customer engagement drives long term success for any product in any industry. As the ambassador for our products, I've been able to travel and visit multi-billion-dollar companies to engage customers from end users all the way up to CEO and CFO levels.

On the product side, I do whatever is needed to move the product forward, whether that requires meeting marquee clients one day, conducting market analysis the next, or crafting a comprehensive go-to-market. On the development side, I work with my team leads and direct reports to coach and mentor through one-on-ones and delivering ongoing feedback.

Achievements in this role:

- Ideated and launched a new integrated payment processing product called Texada Pay
- Lead the team to achieve 30% and 15% revenue growth in 2018 and 2019 after ten years of flat revenue.
- Scaled the product, development, and QA teams 3x in 18 months
- Moved the team from Waterfall into following Agile Development practices
- Lead the implementation of OKRs across the company to drive transparency and alignment across teams

Product Manager

July 2017 – January 2019

I worked with the team to develop products by conducting market discovery sessions with new and existing customers, uncovering unmet needs and developing solutions to unlock customer value. I lead the product owners through generating product requirements; determining specifications and production timetables. As well as I worked with sales and marketing on pricing and time-integrated plans for product introduction, while developing go to market strategies.

Achievements in this role:

- Oversaw the product development of RentalLogic, FleetLogic, SRM, and GateWay.
- Ideated and launched RentalLogic to address a market segment that Texada did not currently service

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Product Marketing Manager

July 2016 – October 2017

I marketed an ERP solution for the construction and equipment rental verticals. I worked with the sales and client services teams to define user and buyer personas, primary use cases/sales plays, key strengths, competitive landscape, and key messaging and positioning. I drove lead generation by creating the content strategy, digital marketing campaigns, social media marketing, AdWords management, and produced webinars.

Achievements in this role:

- Grew lead generation 30x in first year in this role
- Developed and executed foundation of digital marketing strategy for Texada

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Customer Support Representative

February 2015 – August 2016

I spent my days working with customers to help them better understand the Systematic Rental Management software from technical support to operational guidance to providing product specific training.

OSL Wireless, Walmart Wireless – Store Manager

April 2014 – February 2015

I joined Walmart Wireless as a Store Manager to launch the Stanley Park Mall location and was quickly promoted to the location on Ira Needles in Kitchener. I was responsible for the hiring, development, and training of staff. In my time with them, I had the opportunity to develop staff members into managers. I was enlisted to launch the store on Bridgeport, as well as the new Stratford location.

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WIND Mobile - Store Manager

March 2012 - April 2014

I was hired for this role to launch a new Wind Mobile location in Waterloo, Ontario. This involved new employee onboarding, operational planning, and launch execution. I worked with my team members and fellow store managers to ensure that we had a positive, safe, and results-focused environment.

In May of 2013 I was promoted to Store and Service Manager of the Fairview Park Mall location. This location is a warranty center, as well as the largest store in the district by sales volume.

Achievements at WIND Mobile

- Top store in the district for sales achievement to target for Q4 2013
- Received a 98% achievement on Q4 2013 Quarterly Review
- Developed and ran the Manager on Duty Program for aspiring managers
- Acted as point of contact for Area Sales Manager when he was absent

Insight Cases Shopify Store Owner

December 2011 – December 2013

I started Insight Cases as a side hustle after seeing how few cases were available for phones that weren't made by Apple, Samsung, and Blackberry. I had experience importing products from China and experience retailing products online, so I combined these two skills to set up an online store and sell phone cases. Through this business I learned a lot about the need to keep product offerings constantly shifting to market trends and being able to fulfill orders as quickly as possible. I quickly discovered how saturated this market was online and decided to close the business to focus on other projects that were more scalable.

Jump+ - Apple Premium Reseller - Store Manager

August 2011 – March 2012

As the Store Manager with Jump +, I was in charge of launching North America's first Apple Premium Reseller. This involved a lot of preparation, planning, and execution. In working closely with Apple we were able to successfully launch this new venture. I developed sales and operational procedures.

Achievements at Jump+

- Successful launch of the first Apple Premium Reseller in North America
- Traveled to Kingston to launch the second location

Future Shop - Product Expert

September 2008 – August 2011

- Sales Manager In Training

September 2009 – August 2011

I was hired as a product expert for the computers department. I worked my way up to the lead the department in sales, and after a year, I was transferred to the Home Theatre department to improve their sales team. In my various roles with Future Shop I had the privilege of mentoring and developing sales associates into top performers. I was assigned my own store keys, frequently ran meetings, and opened and closed the store.

Achievements at Future Shop

- Completed the Retail Leadership Program
- Improved the ranking of the Home Theatre department from the bottom to the top 10 in three months
- In my first month in Appliances I was the number two ranked Product Expert in the company
- Consistently in the top 10% of the company in each department for personal sales

Education:

Communitech Academy – Crucial Conversations	2019
Harvard Business School - Executive Education	2017, 2018, 2019
Brain Station – Product Management Certificate	2017
Conestoga College Business Admin Marketing	2008 - 2009

Volunteer Experience:

Wilmot Youth Soccer - Coach	2017 – Present
Plattsville Missionary Church – Teach Children's Program	2015 – 2019