

Adam Baitch

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

Full-stack, AI-first builder, designer, and product leader, with background in financial markets. First hire at an acquired fintech startup where I developed both consumer and B2B products including consumer apps, an API/SDK suite, and generative AI-powered products. Currently building & designing new products and driving applied AI adoption at a venture studio.

Water Cooler Studios

COO & AI Czar

April 2024 - Present
NYC + Remote

- Driving applied AI agent adoption across the business for engineering, design, marketing automation, organization and communication, accelerating product development cycles by over 10x.
- Leading product, design, and operations for a venture studio, developing FinTech & blockchain infrastructure products. Owning product planning, execution & delivery. Leading day-to-day operations across EPD (Engineering, Product, Design) as well as company-wide planning cadences.
- Contributing daily to production-level development with Claude Code and Cursor.

Independent Consulting Business

Owner & consultant

March 2024 - Present
NYC + Remote

- Consulting for seed-stage founders on product strategy, process, prioritization, and design best practices. Hands-on product design and development projects, including market research, product scoping, design, and AI-driven development.
- Building full-stack applications start to finish, with the goal of becoming an expert in building with AI. Working maniacally to keep up with the latest in AI to stay ahead of the curve.

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.