

# CHERYL ADAY

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## SUMMARY

Product leader with 20+ years delivering complex technical products across enterprise platforms, AI, and consumer applications. Experience defining product strategy and roadmaps for enterprise platforms, most recently for Trivver and for Amazon Alexa Device SDK, 30M+ devices. Track record of crafting KPIs, partnering across engineering, operations, and business stakeholders, and building product and software organizations from the ground up (0→5 PMs, 3-25 engineers). Deep understanding of data. Additional background in AI governance and responsible AI implementation.

## PROFESSIONAL EXPERIENCE

**Product and AI Strategist** | WildBlue Enterprises LLC | Mission Viejo, CA | Jan 2024 – Present

- Advise business leaders on AI implementation and responsible AI practices.
- Prototype complex UI and build AI-based applications using Claude Code.

**Fractional Chief Product Officer** | Trivver Inc. | Remote | Nov 2022 – Present

- Define 0→1 product strategy for AR/VR/3D metrics platform, integrating generative AI for 3D advertising with safety considerations and user experience implications
- Lead cross-functional alignment across engineering, research, and business stakeholders from concept through launch
- Drove early integration of Generative AI into 3D environments

**Senior Technical Program Manager, Alexa Devices SDK** | Amazon | Irvine, CA | Apr 2021 – Oct 2022

- Drove cross-functional delivery of Alexa SDK 3.0 platform unification across 30M+ devices (Echo, Fire TV, automotive, smart home), coordinating engineering, product, and operations teams
- Led SDK adoption initiatives across 300M+ devices, achieving 38% YoY developer registration growth and 30% MAU increase
- Defined developer-oriented SDK features for third-party integration, partnering with engineering teams on open-source compliance and technical feasibility
- Mentored and collaborated with multiple teams to coordinate implementation of new features

**Senior Product Manager** | MFour Mobile Research | Irvine, CA | Nov 2019 – Apr 2021

- Defined product roadmap and KPIs for enterprise research platform, partnering directly with operations, sales, research, and engineering stakeholders
- Managed development of enterprise platform features that resulted in 20% labor cost savings for research analysts in year one
- Applied SQL extensively to analyze behavioral data, troubleshoot data calculations, and validate research metrics
- Mentored development and product teams

**Director of Product Management** | Saritasa | Newport Beach, CA | Aug 2012 – Aug 2019

- Built and led product organization from 0→5 Product Managers, establishing frameworks for managing complex technical projects and cross-functional teams
- Managed 70,000+ development hours across 40+ projects (AI/ML, IoT, mobile) with multi-million-dollar aggregate budgets
- Built and managed team of 4 Product Managers: hiring, performance reviews, and career development
- Maintained 90% team retention over 7 years; drove hiring for 15+ engineers and PMs across technical disciplines

**TECHNICAL SKILLS**

**AI/ML:** LLMs, Generative AI, Neural Networks, AI Governance, Responsible AI

**Product:** Product Strategy & Roadmaps, KPI Development, User Stories, Agile/Scrum, Stakeholder Management

**Technical:** SQL, SDK Development, API Integration, IoT, AR/VR, Mobile & Web Platforms

**Tools:** MS Project, Jira, Confluence, Claude Code, ChatGPT, Gemini

**EDUCATION**

**MA, Biology** – San Francisco State University, San Francisco, CA

**MFA, Professional Writing** – University of Southern California, Los Angeles, CA

**BA, Biology** – Vanguard University, Costa Mesa, CA

**CERTIFICATIONS**

AI Governance (2025) – AI, Tech & Privacy Academy

Certified Scrum Master – Scrum Alliance (2020)

**PATENTS**

Print media apparatus including stroke recognition – US Patent (2005)

Injection training with modeled behavior – US Patent (2017)