

adam m. shatzkamer

venture designer. innovation strategist. digital native. serial entrepreneur.

relevant experience.

Mural Strategies

Co-Founder, Chief Operations Officer

Miami, FL

2023 - Present

I oversee client delivery and growth, ways of working, process design and formalization, organizational development, quality, and financial management for a strategic communications and public relations agency focused on developing startup executives into recognized thought leaders and gaining customer and industry mind share via earned media for tech startup and Fortune 1000 c-suite executives.

Steamshovel LLC

Founder, Venture Designer & Innovation Strategist

New York, NY & Miami, FL

2011 - Present

At Steamshovel, I've launched several revenue-generating digital businesses and I also assist entrepreneurs with communication design and advise them on human-centered design, product-market fit, customer and company development (lean startup), partnerships, and go-to-market models. Most recently Steamshovel has been working to establish Omnidirectional Ventures, a firm that assists legacy incumbents to build venture studios and innovation labs with the goal of learning to behave like a startup and make decisions like a VC towards transformational growth. Some clients here have included Wallenius Wilhelmsen and ADP Ventures. Proprietary businesses launched include YachtEO, Inforoo Networks, OutbreakSafe, and Withholdly.

Publicis Sapient

Senior Manager, Customer Experience & Innovation Strategy

New York, NY

2021 - 2022

Design strategist advising enterprises on organic growth through designing new businesses, platforms & experiences to fulfill unmet market needs. Oversee design research and creative to meet these goals. Key accomplishments include venture design process development for a government-sponsored venture studio in the Middle East as well as surfacing and validating a disruptive adjacent new business with a \$150B total addressable market for a global lodging firm.

Rightpoint/TandemSeven, a Genpact Company

*Head of AI Product Incubation & Founder, Cora Concept Lab
Director, Strategic & Service Design & Co-Head, Genpact Digital Studio*

New York, NY

2018 - 2019

2017 - 2018

At Genpact, I built and delivered a design-led strategy consulting capability. My key accomplishments at Genpact/T7 include serving as Chief Design & Innovation Officer for our pursuit and subsequent \$500MM relationship with a top hedge fund, leading the establishment and operation of the firm's first design studio which provides an intellectual home for design at Genpact, developing a design thinking education program expected to save the firm up to \$118MM, sourcing and engaging with multiple startups to integrate into our solutions resulting in over \$50MM TCv, and working with digital product c-suite leadership to establish the Cora Concept Lab, leveraging design sprints, lean startup, and agile delivery to ideate, validate, and build new products for the Cora AI platform with less risk and higher velocity than ever before.

IBM

*Innovation Strategy & Design Thinking Leader, IBM iX
Engagement Manager, Global Innovation Programs
Senior Customer Experience Strategist, IBM Interactive
Market Development Advisor, Global Markets Unit*

Armonk & New York, NY

2015 - 2017

2014 - 2015

2013 - 2014

2012

My roles at IBM spanned market research, corporate strategy, service design, and innovation strategy consulting. I primarily focused on leveraging human-centered design methods to co-create omnichannel experiences with IBM, our clients, and our clients' customers, partners, and employees. I became an award-winning and highly sought-after workshop facilitator and design thinking instructor. Additionally, I took on executive roles such as acting Associate Partner leading delivery of a 10 month long, >\$1.6MM scaled agile effort using IBM Enterprise Design Thinking to reengineer core operational processes for one of the world's largest freight railroads and founding/interim director of a corporate accelerator for an overseas digital-first, direct bank with responsibility to plan and execute their personal financial management product roadmap.

formal education.

Rutgers Business School

Master of Business Administration, May 2013

City University of New York

Bachelor of Arts, December 2006

additional education.

- Master's Certificate, UX Design, Rutgers University, 2012
- Certificate, Design: Creation of Artifacts in Society, Coursera/UPenn, 2012
- Graduate Studies in Design & Technology, SUNY Polytechnic, 2015 - 2016
- ITP (Interactive Technology Program) Camp, NYU Tisch, 2017

notable awards & certifications.

- Performer of the Year, Genpact Digital Consulting, 2017
- Certified Design Thinking Facilitator, Genpact/LUMA
- Certified Scrum Master, Genpact/Scrum Alliance
- Eminence & Excellence Award/"Wall of Fame," IBM Consulting, January 2016
- Top Instructor, IBM Design, 4Q15, 1Q16 & 3Q16
- Leader Badge, IBM Enterprise Design Thinking
- Certified Enterprise Design Thinking Instructor, IBM Design

<http://linkedin.com/in/ashatzkamer/> | <http://adamshatzkamer.github.io/>