Alexander Hadik | Sr. Technical Product Manager

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Experience

AMAZON – LAB126   San Francisco, CA
Senior Technical Product Manager   Sep 2022 – Present

Zero-to-One: New Product Development

- Conceived and delivered Amazon's first On-The-Go AI device concept, leading UX and engineering to build 1 functional prototype and 10+ design explorations, validating 30+ user hypotheses and securing SVP-level support to advance as Amazon's next AI hardware initiative.
- Led 30-person cross-functional team (10 Engineers, 5 Designers) delivering prototypes, product vision, roadmap, brand & GTM; regularly presented updates to executive team to secure resourcing and sponsorship for program.
- De-risked time-to-market by aligning OEM partners and ensuring Google Mobile Services compliance, establishing manufacturing pathways and reducing certification risk.
- Architected Android-based multi-agent system combining personal context modeling and LLM eval to create Amazon's first mobile AI prototyping platform, accelerating experimentation and unblocking multi-agent feature development.

News on Alexa+

- Envisioned and landed Alexa+ Daily Briefing feature — on-demand, LLM-generated, podcast-style news briefing sourced from partner content — to 40k weekly active users at launch.
- Negotiated $4M in content-use deals (NYT, Bloomberg, Reuters, WaPo), enabling ingestion of 5K+ articles/day from 100+ brands for Daily Briefing.
- Built multi-stage ML pipeline (ingestion → embeddings → summarization → TTS) and advocated through internal policy and compliance review to adopt Claude Sonnet 3.7, cutting hallucination 40% and boosting coherence 25%.
- Established ad monetization turning Daily Briefing into a profit-generating feature with $4M annual revenue potential.

Echo Show Video Experiences

- Launched YouTube on Echo Show across all devices, coordinating engineering, BD, legal, and Google counterparts to deliver a unified multi-OS experience serving 12M WAU and increasing Alexa interactions for feature by 50%.

INDEPENDENT EFFORTS   2023 – Present

- Led 0→1 product + design for two seed-stage AI startups, enabling fundraises totaling $4M and securing 3 pilot customers.
- Syndicated $70K+ SPV angel-investments across 4+ AI biotech, and enterprise startups, leveraging network for diligence.

STRATEOS
70-person biotech startup offering access to robotic life-sciences laboratory via the cloud   Menlo Park, CA
Member of Technical Staff: Product, Design, and Engineering   2016 – 2020

- Delivered a novel UI and API powering Eli Lilly's $100M automated robotic chemistry facility, leading a 4-person team from concept to launch to unlock $1M in milestone payments.
- Led user research and UX for three cloud products to win $10M+ in revenue from DARPA and top pharma companies.
- Built React design system, standardizing UX across 3 products and cutting codebase size 30% by eliminating redundancy.
- Drove $1M incremental automation revenue by establishing scalable product-design methods and cross-functional practices across UX, science, and engineering.

IBM   Austin, TX
Front End Developer, UX Designer — Enterprise Cloud Team   2015 – 2016

- Launched IBM Cloud Storage service for enterprise users leading UX research/design.

Education

MIT SLOAN SCHOOL OF MANAGEMENT   Cambridge, MA
MBA (Graduated with Business Analytics Certificate & Digital Product Management Certificate)   2020 – 2022

BROWN UNIVERSITY   Providence, RI
Sc.B in Computer Science (focus on Computational Biology & Genetics)   2011 – 2015

Additional Information

- Software Engineering: Python, Ruby, R, TypeScript (React/Next.js), HTML, CSS/SASS, SQL
- Design & Fabrication: Figma, Creative Suite, carpentry, digital fabrication, MIG welding, CNC routing
- Interests: Ski touring (AIARE 1 avalanche certified), mountaineering, SCUBA diving (PADI Advanced Open Water & Nitrox)

1. Password for selected website content: cornbread