

## ADAM SAULTERS

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### PRODUCT DISCOVERY & WORKFLOW AUTOMATION | REQUIREMENTS • WORKFLOW MAPPING • UAT

Product-focused operations professional with experience defining requirements, mapping workflows, validating features, and partnering with engineering to deliver process automation in regulated environments. Skilled in data-driven decision-making, customer insights, and cross-functional execution, with hands-on experience in schema design, UAT, and automation tools. Brings a blend of technical understanding and customer-centered thinking to improve product efficiency and operational outcomes.

- Requirements Gathering
- Acceptance Criteria Definition
- Workflow Mapping
- Data Mapping
- API & Schema Review
- UAT / Feature Validation
- Agile & Scrum Methodologies
- Low-Code Automation
- Jira / Confluence
- Customer Interviews
- Stakeholder Engagement
- Cross-Functional Collaboration
- Cloud Fundamentals (AWS)

### AI PRODUCT & EXPERIMENTATION (ACTIVE)

Product-led application of AI to improve product discovery, workflow efficiency, and decision-making through lightweight experimentation, validation, and PM-grade artifacts. Focused on using AI selectively where it creates leverage, not novelty.

- Designed AI-assisted workflows to convert unstructured customer, operational, and qualitative feedback into actionable product insights, reducing manual synthesis effort and accelerating discovery cycles.
- Built lightweight LLM-powered prototypes to test automation and product concepts prior to engineering investment, using structured validation criteria to assess feasibility, risk, and expected ROI.
- Applied RICE and ICE scoring frameworks to AI-driven product opportunities, balancing impact, confidence, effort, and ethical considerations to inform roadmap sequencing and prioritization.
- Designed AI-assisted tooling to support backlog creation and refinement (e.g., user-story generation from support data), improving clarity and consistency during agile planning and grooming.

### PROFESSIONAL EXPERIENCE

#### ZenBusiness Inc. • Raleigh, NC • June 2024 - Present Business Services Specialist

- Documented and validated schema requirements across 51 states (4 schemas each) for a new enterprise compliance workflow, collaborating with engineering to resolve data mapping issues and confirm state-by-state logic.
- Gathered requirements and acceptance criteria for an award winning multi-state SOP automation system and partnered with engineering through a 1-week discovery + 1-week testing cycle, launching a solution that reduced processing time 93%.
- Developed a structured workflow to track multiple compliance filings at different stages, ensuring accuracy, meeting deadlines, and preventing processing delays by proactively reviewing and verifying client documentation.

#### Southern Glazier's • Durham, NC • September 2021 - June 2024

### **Account Manager**

- Used customer data and Power BI analytics to identify category-level trends and feature adoption patterns, informing product positioning and driving 7% revenue growth above regional targets.
- Conducted structured customer interviews to identify unmet needs and workflow friction, shaping product messaging and improving adoption/cross-sell by 20%.
- Performed competitive analysis across product offerings, synthesizing insights to support market strategy recommendations used by sales and marketing leadership.
- Synthesized customer success outcomes and product usage insights into partner-facing materials that strengthened our value proposition and informed product messaging.

### **Bull City Development ♦ Durham, NC ♦ December 2022 - December 2023**

#### **Web Developer**

- Used Agile delivery methods to ship responsive websites, improving delivery speed 20% via clearer prioritization and scoping.
- Collaborated with customers using Slack and used tools such as Monday.com and HubSpot for organization.
- Built early product prototypes using Zapier, Airtable, and Botpress to test customer workflows and validate demand for automated solutions.
- Designed workflow logic and automation rules for small-business clients, improving data capture accuracy and operational efficiency.

### **Select Specialty Hospital ♦ Bristol, TN ♦ August 2018 - August 2021**

#### **Admissions Coordinator**

- Implemented a patient satisfaction survey post-admission, with results directly influencing a 25% improvement in service delivery.
- Spearheaded a collaborative effort across medical, nursing, and ancillary departments to create personalized patient readiness protocols, resulting in a 10% uplift in patient satisfaction scores due to enhanced preparedness and care continuity.

### **One's Too Many ♦ Starkville, MS ♦ January 2015 – August 2019**

#### **President / Founder**

- Created the charity One's Too Many to raise awareness and help prevent veteran suicide.
- Targeted, pursued, and acquired thousands of dollars in corporate sponsorship and donations almost exclusively through the use of cold calling.
- Coordinated with sponsors, partners, vendors, and local government officials to guarantee on-time, cost-effective delivery of events.

### **Two Brothers Smoked Meats ♦ Starkville, MS ♦ June 2014 – May 2018**

#### **General Manager**

- Directed end-to-end operations, achieving 48% revenue growth and expanding catering revenue 63%, including launching a new loyalty program (+11% repeat business).

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## **EDUCATION**

### **Mississippi State University, Starkville, MS:**

*Bachelor of Business Administration – Marketing*

*GPA - 3.1*

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## **ADDITIONAL CREDENTIALS**

### **TECHNICAL SKILLS**

Data Mapping / Field-Level Requirements, Zapier, Airtable, Botpress, MVP Prototyping (Low-Code), Power BI, Google Analytics, SQL (Beginner–Intermediate), Jira, Confluence, Salesforce CRM, Asana, AWS Cloud Fundamentals

