

Adam S. Medros

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Product-led executive leader with experience transforming and scaling digital platforms from \$50M to \$1B+ in revenue, building leadership teams, and driving product, monetization, and operating model change.

PROFESSIONAL EXPERIENCE

SPARK NETWORKS – Chief Executive Officer

2024–2026 | New York, NY / Berlin, Germany

PE-backed turnaround and platform transformation of multi-brand global subscription dating portfolio (Jdate, Christian Mingle, Zoosk, Elite Singles, SilverSingles).

- Recruited by private equity owners to lead turnaround and platform transformation of global, multi-brand consumer subscription business following take-private
- In-housed engineering from underperforming MSP, reducing technology operating costs from ~\$12M (2024) to projected ~\$6M (2026) while improving delivery velocity and platform control
- Renegotiated marketing agency agreement, cutting non-media agency costs ~50% and initiating build-out of internal performance and lifecycle marketing capabilities
- Led development and rollout of unified modern platform (“Bonfire”) and migrated 5 of 6 brands, replacing fragmented legacy stacks with a lean, cross-brand architecture
- Platform migration drove measurable performance gains, including increases in DAU, lead conversion, paid subscribers, engagement, and first-order profit metrics across migrated brands
- Reset executive leadership team and operating cadence across Product, Technology, Marketing, Finance, and Legal to align execution with turnaround and profitability goals
- Launched differentiated matchmaking and relationship-focused offerings, adding high-ARPU service revenue and AI-assisted matching capabilities alongside core subscriptions
- Partnered closely with Board and PE sponsors on restructuring strategy, capital allocation, vendor renegotiations, and operating model redesign

EMBARK VETERINARY – Chief Operating Officer

2021–2023 | Boston, MA

VC-backed pet health and genetics platform providing DNA testing and health insights for dog owners, breeders, and veterinarians.

- Led operating model and cross-functional execution across Product, Engineering, Marketing, and Sales
- Scaled organizational structure and delivery processes to support rapid growth and new product launches
- Supported strategic planning, board reporting, and Series B fundraising efforts

EDX – President & Co-Chief Executive Officer; Chief Operating Officer

2017–2021 | Cambridge, MA

Non-profit global online learning platform founded by Harvard and MIT in 2012; spun-out and sold to 2U for \$800M

- Co-led spinout and sale of edX including M&A process, diligence, and board and stakeholder management
- Led brand overhaul including personas, brand identity, and visual identity
- Built and led Product, Engineering, Marketing, Content, Sales, Finance, and HR functions
- Hired and rebuilt executive leadership team including CTO, CMO, and CPO
- Expanded product portfolio with new degree and credential programs including Online Masters and MicroBachelors
- Drove platform and architecture investments to improve scalability, reliability, and monetization
- Launched B2B function including dedicated product, engineering, and sales organizations
- Introduced and led revenue optimization focus that drove a 40%+ increase in monetization with minimal impact to user experience and improved retention rates

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TRIPADVISOR – SVP, Global Product (Executive Team)

2004–2017 | Needham, MA

Global travel platform, \$1B+ revenue, 390M+ MAU

Led global product and content operations across web and mobile through period of hypergrowth, platform transformation, and public company scale-up. Promoted multiple times across product, growth, and revenue leadership roles.

SVP, Global Product (2014–2017)

- Executive team member leading global product management and content operations org (~350 people) across 49 points of sale and 28 languages
- Owned product strategy and roadmap across core platform, meta-search, instant booking, personalization, mobile apps, and content systems
- Partnered with marketing, sales, and engineering teams on platform supporting hundreds of millions of monthly users and core revenue engines across search, booking, and advertising.
- Led product-driven M&A strategy and integration across multiple acquisitions, partnering with Corporate Development on target evaluation, diligence, and post-close integration
- Oversaw global content, trust, and fraud operations supporting hundreds of millions of reviews and contributions
- Served as company spokesperson and policy representative with global media. Testified before U.S. Senate Commerce Committee in support of legislation.

VP Product & Growth Leadership Roles (2007–2014)

- Led product, revenue optimization, SEM, SEO, and content operations teams; joined management team ahead of public company spinout from Expedia, Inc
- Led transformation of core \$800M meta-search revenue engine to new auction and display model
- Built and scaled mobile product organization from inception to 200M+ app downloads and 100M+ monthly mobile users
- Drove global platform expansion from 7 to 49 localized sites and scaled content base from ~1M to 500M+ reviews and opinions

EARLIER EXPERIENCE

NORDSTROM.COM – Sr. Business Analyst

2001–2002 | Seattle, WA

VISION CHAIN – Vice President

2000 | Los Angeles, CA

AMAZON.COM – Product Manager; Sr. Financial Analyst

1999–2000 | Seattle, WA

THE PARTHENON GROUP – Senior Associate

1996–1999 | Boston, MA

OTHER EXPERIENCE

Board of Directors, Massachusetts Innovation & Technology Exchange (MITX.org), Boston, MA <i>Chairman of Board</i>	2010–2017 2014–2017
Board of Directors, Wordstream, Inc., Boston, MA (acquired by Gannett)	2013–2018
Board of Directors, Oneforty.com, Cambridge, MA (acquired by Hubspot)	2010–2011

EDUCATION

Harvard Business School, Cambridge, MA, Masters of Business Administration	2002–2004
Dartmouth College, Hanover, NH, Bachelor of Arts in Economics and German with honors	1992–1996
Rotary International Exchange Program, Hannover, Germany, Exchange Student	1991–1992