

ADAM SANDLER

AI Marketing Engineer | AI Transformation & Implementation

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SUMMARY

AI Marketing Engineer with 20+ years of enterprise brand, digital and eCommerce leadership at Nestlé, Mondelez, American Express and Edelman. Since 2024, has designed and deployed production AI systems (agents, knowledge bases, data pipelines and automated workflows) for healthcare, insurance, SaaS and agency teams. Pairs a senior marketer's read of the business with hands-on builds in Claude, Claude Code and Supabase, then trains teams so the systems stick. Has taught 100+ practitioners through workshops, Maven lessons and a live mastermind.

CORE CAPABILITIES

AI Implementation: AI readiness assessments and transformation roadmaps • Agent and skills systems (Claude, Claude Code, MCP) • Knowledge bases and Marketing Context Engineering • Data pipelines and dashboards (Supabase/Postgres, APIs) • Workflow automation for content, ads, sales and recruiting • HIPAA-aware AI deployment and team training

Marketing & Commerce Leadership: Digital brand strategy across 12-brand portfolios • eCommerce, Amazon, DTC and retail media • Digital Shelf, PIM and catalog operations • Vendor selection, RFPs and contract negotiation • Teams up to 16 • \$10M+ budget ownership and ROAS/CAC/LTV management

EXPERIENCE

The Viable Edge (Sandler Digital Advisory LLC) | Remote

Founder & AI Marketing Engineer

12/2024 – Present

AI implementation and transformation practice serving healthcare, insurance, SaaS, agency and professional-services clients, from readiness assessment through multi-month build retainers.

- **Behavioral health provider (DTC):** turned a paid discovery into an ongoing AI capacity retainer. Deployed a HIPAA-compliant Claude Enterprise workspace for the marketing team, including a call-QA workflow with transcript de-identification, a production Supabase data layer and weekly organic reporting. Grew AI-search visibility tracking from 15 to 95 monitored prompts.
- **Insurance performance-marketing company:** won 4 contracts since 5/2026. Built an AI chief-of-staff foundation (daily briefs, decision framework, knowledge base), an ad-creative data hub syncing ~800 creatives and 2,400 metric rows daily from Meta and Google, and an AI candidate-scoring workflow for recruiting.
- **B2B SaaS talent platform:** served as go-to-market AI architect. Produced 37 SEO/AEO articles (22 live) and built an automated lead pipeline covering website visitor capture, ICP scoring and AI-drafted outreach into HubSpot.
- **AI-native paid media agency:** designed a specialist-agent platform for campaign pacing, QA, creative trafficking and MER analysis, which the client extended to a major consumer brand account.
- **Real-estate law firm:** built an AI content system producing 28 pieces of content per week on a 6-month retainer.
- **Training:** led all 6 Claude Code sessions at a two-day AI mastermind in Nashville (\$3,995 per seat, co-hosted with AgentSkills.ai). Delivered a 4-session AI program for a 145-person software company and taught Maven lessons with 100+ enrollees.
- **Brand and products:** built The Viable Edge newsletter (1,100+ subscribers, ~51% open rate), YouTube channel (2,500+ subscribers), a paid knowledge-base course and a subscription SaaS brand tool.

Mondelez International | East Hanover, NJ (Remote)

eCommerce / Digital Shelf Transition Lead (Contract)

12/2023 – 11/2024

- Led the selection and global rollout of a Digital Shelf platform across 33 markets, supporting 150+ retail customers.
- Managed vendor performance against SLAs and company objectives.
- Advised on omnichannel eCommerce strategy, integrating retail media and customer experience across digital and physical channels.
- Delivered market insights that shaped PIM enhancements and catalog management processes.

The Shelf | New York, NY

Director, Strategy (Contract)

8/2023 – 10/2023

- Built strategic frameworks for influencer activations for enterprise clients including Sam's Club and Campbell's, contributing to \$1M+ in new business.
- Managed vendor relationships, platform integration and project milestones.

Nestlé Health Science (fka The Bountiful Company / Nature's Bounty) | Hoboken, NJ

Senior Director, Digital Brand Strategy

5/2022 – 7/2023

- Led digital brand strategy across social, retail media and eCommerce for a 12-brand portfolio.
- Built and led a 16-person digital marketing team, integrating marketing with social and eCommerce capabilities across business units.
- Managed a \$10M budget, optimizing spend against CAC, LTV and ROAS targets.
- Managed eCommerce platform integrations, including Salesforce Commerce Cloud, improving scalability across brands.

Senior Director, Digital Activation

12/2020 – 5/2022

- Directed Amazon, DTC and owned-channel strategy for the full brand portfolio, increasing Amazon sales 66%.
- Led vendor RFPs and negotiations with eCommerce and technology partners, saving \$6M.
- Implemented Digital Shelf and catalog management systems for product content across online and brick-and-mortar retailers.

Director, Digital Marketing

11/2015 – 12/2020

- Led DTC eCommerce for Pure Protein, MET-Rx, Best Bar Ever and Body Fortress, from consumer marketing through fulfillment and customer service.
- Activated digital media plans that lifted brand awareness 14% year over year.
- Built and retained a team with a culture of collaboration, mentorship and work-life balance.

Edelman | New York, NY

Vice President, Director of Community Management

7/2014 – 11/2015

- Led digital and social strategy for Verizon and Samsung, including real-time activations and platform optimization.
- Hired, coached and managed a team of 5 social media managers.

American Express | New York, NY

Senior Manager, Digital Marketing

7/2012 – 7/2014

- Managed engagement for OPEN Forum, a community of 200,000+ small business owners.
- Launched an influencer-driven content program with well-known entrepreneurs, lifting engagement 18% year over year.
- Ran OPEN's first Tweet Chat and other cross-channel events, generating millions of impressions.
- Partnered with engineering on feature development, testing and user experience.

Loeb.nyc | New York, NY

Associate Director of Marketing

6/2011 – 5/2012

- Developed marketing partnerships generating \$7M+ in annual revenue.
- Led retention and loyalty programs and integrated campaigns across digital, email, direct mail and phone.

ADDITIONAL EXPERIENCE

Marketing Manager, Efficiency 2.0, New York, NY

2/2009 – 6/2011

Community Director, RealNetworks, New York, NY

5/2007 – 12/2007

Manager, Ratings Submissions, ESRB, New York, NY

10/2005 – 5/2007

Associate Producer, Broadcast, J. Walter Thompson, New York, NY

2/2003 – 10/2005

EDUCATION

MBA, Marketing & Media Management, Fordham Gabelli School of Business

2009

B.A., English Literature, Franklin & Marshall College (Dean's List)

2001