

Adam Kaplan

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OVERVIEW

Experienced incentive designer, startup founder, world champion bridge player, psychology researcher, and blockchain enthusiast passionate about building and breaking things. Interested in behavioral economics, user experience, loyalty programs, and travel/aviation.

EDUCATION

STANFORD UNIVERSITY

B.A. PSYCHOLOGY

M.S. MGMT. SCIENCE & ENGINEERING

Cum. GPA: 3.97/4.0 | GRE: 166V/161M

SKILLS

TECHNICAL

Python • C++ • R • Microsoft Office Suite

LANGUAGES

German (2 Quarters) • Russian (1 Year)

LEADERSHIP

TRAVELING TREES

FOUNDER AND PRESIDENT

October 2016 – June 2018

- Founder of a travel-interest organization at Stanford dedicated to educating and empowering students to travel. Designed and led workshops on travel tools, planning, and strategies.

STANFORD AEPI FRATERNITY

PRESIDENT

June 2017 – June 2018

- Popularly elected president of 38-man fraternity after recruiting 15 new members. Responsible for overseeing \$52,000 budget, alumni and campus relations, social and philanthropic events, ongoing recruitment, and members' safety and well-being.

AWARDS

12/2014: Exceptional Research and Writing Project in PSYCH 1 (top 5% of the class' submissions). Recommendation from Professors to pursue further psychology research projects at Stanford and beyond.

08/2013: Joan Gerard Sportsmanship Award. First winner of the award which recognizes "aptitude, fair play, good sportsmanship, a friendly international spirit, and rejection of discrimination." Awarded by the World Bridge Federation.

SUMMARY OF QUALIFICATIONS

- Real-world experience designing and building complex blockchain ecosystems.
- Presented business solutions to C-Level executives as a Partner at Fraktal Group.
- Hands-on experience managing frequent-flyer programs as a Loyalty and Marketing intern at JetBlue Airways
- Deep understanding of user experience, product design, and customer decision-making through a psychological lens
- Experience conducting competitive psychology research in an innovative social psychology lab
- Lead author of report on Imagination Institute Polymath Retreat, moderated discussions between award-winning scholars
- Travel enthusiast with extensive knowledge of online travel tools and resources
- Awards for academic writing excellence and classes in oral and written communication

EXPERIENCE

FRAKTAL GROUP

PARTNER | SAN FRANCISCO, CA

September 2018 – present

- Designed blockchain networks for growth-stage startup clients with \$50MM+ valuations. Leveraged my expertise in incentive design to build economically secure systems. Consulted on growth strategy, user experience, partnerships, and marketing strategy. Presented findings and analyses to C-Level executives at client companies.

TIMETRAVELER

FOUNDER AND CEO | STANFORD, CA

June 2017 – present (in development)

- Founding an early-stage startup selling last-minute distressed airline inventory to leisure travelers. Collected and analyzed airline fare and load factor data, in addition to travel industry marketing and operations data. Currently prototyping, developing a website, and pitches to investors and airlines.

IMAGINATION INSTITUTE POLYMATH RETREAT

FIELD EXPERT | PHILADELPHIA, PA

June 2017 - July 2017

- Discussion moderator, researcher, and lead author on key takeaways paper from the retreat. Explored the development of polymathy in six award-winning authors, scientists, mathematicians, and journalists. Developed fMRI test materials and research questions, and led the retreat in partnership with Martin Seligman and Scott Barry Kaufman.

JETBLUE AIRWAYS

LOYALTY AND MARKETING INTERN | NEW YORK, NY

June 2016 - August 2016

- Loyalty program and marketing competitive analyses with recommendations to JetBlue for implementation. Designed a refresh, promotion, and full review with recommendations for "Badges," JetBlue's gamification program. Created a novel marketing and sales initiative and presented the idea to senior leadership. If implemented, the idea will generate at least \$1.5 million in revenue for JetBlue per year.

UNITED STATES UNDER-26 NATIONAL BRIDGE TEAM

PROFESSIONAL PLAYER & TEACHER | STANFORD, CA

January 2011 - present

- Two-Time World Champion. Organizational planning and creative problem-solving. One-on-one work (with adults and children) teaching bridge through the development of mathematical, psychological, statistical, logical, and other skills applied to the game. Developed lesson plans, built network of clients and students. International successes in tournaments, including four golds, two silvers, and a bronze medal representing the US.