

Adam Kaplan

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OVERVIEW

Travel startup founder with experience leading product and customer operations, as well as data scraping and analysis. Designed, built, and launched a platform for deeply-discounted last-minute flights by working with major US airlines to fill their distressed inventory. Experience working with senior leadership at multiple Fortune-500 companies and startups. Loyalty program and travel enthusiast, amassed over 3 million miles & credit card points, visited 108 countries. World champion bridge player. Passionate about building and breaking things.

EDUCATION

STANFORD UNIVERSITY

B.A. PSYCHOLOGY

M.S. MGMT. SCIENCE & ENGINEERING

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

SKILLS

TECHNICAL

Python • R • Microsoft Office Suite

LEADERSHIP

TRAVELING TREES

FOUNDER AND PRESIDENT

October 2016 – June 2018

- Founded organization at Stanford dedicated to 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. Oversaw \$52,000 budget, alumni and campus relations, philanthropic events, 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.

03/14/2020: ProductHunt Product of the Day. Top product launched on ProductHunt for the day, garnering over 400 upvotes from excited travelers around the world.

SUMMARY OF QUALIFICATIONS

- Built & launched an online travel agency from 0 to >2500 sign-ups
- Built B2B business case for startup using data-scraping, customer interviews, and discussions with current & former C-suite airline industry executives.
- Synthesized academic papers on revenue management into a working product with a novel revenue optimization algorithm
- Comfortable in high-pressure, dynamic, self-motivated environments
- Experience designing, building, and presenting complex blockchain ecosystems 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

EXPERIENCE

GETLOST

Co-FOUNDER AND CEO | NEW YORK, NY

March 2019 – present

- Co-founded an online travel agency for distressed travel inventory, www.flygetlost.com. Led product design and research, data science, marketing, customer success, and operations. Worked closely with airline revenue managers and executives to design and build a solution for the 120MM seats that depart empty annually. Built and launched MVP in February 2020, sending 7 customers on trips before COVID struck. Raised \$60,000 in funding, received over 2500 waitlist sign-ups, won Product of the Day on ProductHunt, and featured in The Points Guy.

FRAKTAL GROUP

PARTNER | SAN FRANCISCO, CA

September 2018 – February 2019

- 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.

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.