

Adam Larsen

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SUMMARY

Product partnerships and **business development** leader with 11 years building **connected mobility**, digital media, mobile **product**, and consumer technology partnerships. Leads opportunity sourcing, commercial strategy, complex contract negotiation, product integration, partner operations, and cross functional delivery across Product, Engineering, UX, Marketing, Design, and Legal. Has carried transactional deals from initial opportunity through implementation, managed partner portfolios, and supported programs across North American and European markets. Uses passenger engagement data, market research, and partner economics to prioritize vertical categories and shape partnership strategies. Brings practical experience with **connected vehicle ecosystems**, mobile apps, digital entertainment, gaming partnerships, localized consumer experiences, and passenger facing interfaces. MBA and B.S. in Business Administration support sound commercial judgment, structured decisions, and productive collaboration across technical, creative, and legal teams.

EXPERIENCE

Director, Product Partnerships

February 2023 - Present

MotionArc Technologies

San Jose, CA

Leads connected mobility partnership strategy across in vehicle media, mobile services, passenger interfaces, and international partner operations. Owns commercial execution, launch governance, portfolio health, and **cross functional** decisions that connect technical feasibility with **passenger experience** goals.

- Set connected mobility partnership strategy across in vehicle media and passenger services, guiding category priorities.
- Negotiated entertainment agreements from opportunity sourcing through implementation governance, aligning economics, rights, and launch obligations.
- Directed Product, **Engineering**, UX, Marketing, Design, and Legal reviews, clearing dependencies before partner releases.
- Managed in car **partner portfolio** operations, using launch plans and escalation paths for consistent service.
- Applied passenger engagement data to assess **new vertical categories** and focus **business development** priorities.
- Coordinated North American and European launches, adapting content plans for regional product requirements.

Senior Manager, Strategic Partnerships

July 2020 - January 2023

DriveCanvas Media

San Francisco, CA

Managed strategic partnerships for mobile and connected screen entertainment products used across transportation and travel contexts. Shaped commercial cases, contract structures, integration plans, and regional launches while maintaining senior partner relationships after release.

- Developed mobile and connected screen entertainment partnerships for transportation and travel experiences.
- Structured **transactional deals** from sourcing through signature, aligning economics, rights, data, and implementation obligations.
- Led product, design, engineering, and **legal** reviews, keeping integration milestones moving through completion.
- Built business cases from usage data and market research, recommending media categories and localized experiences.
- Managed senior partner relationships after launch, resolving operating issues and identifying expansion opportunities.
- Supported international agreements and regional launches across multiple time zones and market needs.

Partnerships Manager

August 2017 - June 2020

PulsePlay Interactive

Los Angeles, CA

Managed digital entertainment and gaming partnerships distributed through mobile applications and consumer platforms. Translated partner capabilities into product requirements, coordinated contract work, supported localized launches, and used engagement signals for category decisions.

- Managed **gaming** and **digital entertainment** partnerships across mobile applications and consumer platforms.
- Negotiated commercial terms with content and technology partners, coordinating contract development with Legal.
- Translated partner capabilities into product requirements, clarifying integration scope for **UX** and engineering teams.
- Maintained partner operating plans and issue reviews, keeping implementation risks visible through launch.
- Analyzed engagement patterns and market signals, identifying concepts for consumer segments and regional markets.
- Supported localized launches with **Marketing** and Product, keeping partner positioning consistent across touchpoints.

Business Development Manager

June 2015 - July 2017

BrightWave Mobile Services

San Diego, CA

Developed mobile service partnerships with media and consumer technology providers. Built opportunity assessments, supported contract formation, coordinated launch workstreams, and connected post launch usage patterns with renewal and expansion discussions.

- Developed mobile service partnerships with media and consumer technology providers across priority categories.
- Researched prospective partners and prepared opportunity assessments using customer, market, and product information.
- Documented commercial terms and implementation responsibilities, giving Legal clear inputs for contract negotiations.

- Coordinated partner, product, marketing, and technical workstreams through release milestones.
- Surfaced operating concerns early, helping product owners resolve launch risks before customer impact.
- Connected post launch usage patterns with renewal discussions and expansion recommendations for partner accounts.

PROJECTS

Connected Passenger Media Integration Program 📅 2023

Created an operating model for connected passenger media partnerships, linking partner discovery, technical feasibility, commercial terms, UX review, launch governance, and post launch performance analysis across regional markets.

Localized Connected Screen Entertainment Expansion 📅 2022

Built a regional expansion plan for connected screen entertainment, combining usage data, market research, content rights, partner economics, and localized product requirements.

LEADERSHIP & AWARDS

- Recognized by executive leadership for advancing connected mobility partnership strategy and partner portfolio operations.
- Selected by senior stakeholders to guide complex commercial negotiations across product, engineering, design, and legal teams.
- Earned partner recognition for clear launch coordination across international markets and passenger facing product experiences.

EDUCATION

Master of Business Administration 2017

San Diego State University GPA: 3.8 San Diego, CA

Coursework: Strategic management, business analytics, negotiations, marketing strategy

Bachelor of Science in Business Administration 2015

California State University San Marcos GPA: 3.7 San Marcos, CA

Coursework: Business law, marketing, finance, management strategy

CERTIFICATIONS

- Strategic Partnerships Certificate 📅 2021
- Commercial Contract Negotiation Certificate 📅 2022

TECHNICAL SKILLS

- **Partnership Development:** Opportunity sourcing, deal structuring, partner strategy
- **Commercial Contracts:** Contract negotiation, transactional deals, commercial terms
- **Connected Mobility:** Connected vehicles, in car media, passenger services
- **Mobile Products:** Mobile apps, consumer platforms, digital services
- **Media Partnerships:** Digital entertainment, gaming, content rights
- **Product Integration:** Integration scope, implementation planning, launch governance
- **User Experience:** UX, UI, passenger experience
- **Data Analysis:** Passenger data, engagement analysis, market research
- **International Programs:** Global regions, localized launches, regional requirements
- **Cross Functional Delivery:** Product, Engineering, Marketing, Design, Legal
- **Partner Operations:** Portfolio management, operating plans, escalation paths
- **Go To Market:** Launch strategy, partner positioning, expansion planning

SKILLS

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|--------------------------|-------------------------|------------------------|-----------------------|
| • Business Development | • Media Integrations | • Gaming Partnerships | • Partner Operations |
| • Product Partnerships | • Connected Vehicles | • Commercial Contracts | • Product Integration |
| • Strategic Partnerships | • Mobile Apps | • Deal Structuring | • UX UI |
| • In Car Experience | • Digital Entertainment | • Contract Negotiation | |

PROFESSIONAL AFFILIATIONS

- Member, Strategic Account Management Association, focused on partner governance and commercial relationship practice.
- Member, Mobile Marketing Association, following connected consumer experiences and digital media partnerships.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST