

# Adam J. Russin

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## Summary

Technical Program Management leader with a track record of building 0-to-1 programs from the ground up and scaling them into org-wide operating standards. Experienced in orchestrating cross-functional stakeholders — Legal, Privacy, Sales, Product, and executive sponsors — to deliver high-stakes initiatives on tight timelines. Proven ability to engage Fortune 500 and C-level stakeholders directly, translating technical capability into business narratives that drive measurable outcomes.

## Professional Experience

### YouTube

*Head of Infrastructure & Enablement, Enterprise Technology & Insights (L7) | 2021 - Present*

- Pitched, founded and currently lead technical horizontals organization. Introduced Technical Program Management (TPgM), UX, Go-To-Market, and Product “labs” job functions into the YT enterprise tooling org. Grew to 3 managers, 24 ICs across 4 global offices in 4 years.
- TPgM: Developed org-wide product development lifecycle. Migrated 200-person Eng + Data Science org onto Google proprietary PjM platform, established 20 scrum teams, and moved from waterfall planning to agile hybrid. Integrated agentic product requirements process, sizing, and review to reduce roadmap planning exercise time by 75% (28d to 7d)
- UX: Established UXD, UXR, and VisD resource prio schema and execution pipeline. Migrated to Figma and implemented an AI component translator to reduce design implementation time ~90%. Launched product observability platform and bi-annual qualitative / quantitative survey process for org-wide feedback from >30,000 full time and vendor workforce users.
- Go-to-Market: Established org-wide visual branding for all products and comms, standardized GTM templates, and global, bi-annual release roadshows for >600 attendees. Regularly achieve high-visibility xGoogle partnership engagements, such as our [2026 Google Cloud Next feature](#) on YouTube’s co-development of Google Cloud’s AI data chat features.
- Labs: Designed and engineered high-impact experimental programs, e.g. a xAds + YT partnership to develop a novel brand affinity data set and accompanying Gemini-based model, matching brands and YT Creators for high value partnerships (~\$100MM lift in year one); a market intelligence platform that leverages Gemini to deduplicate and taxonomize thousands of user-provided product feedback data points into structured reporting.

*Staff Technical Program Manager, Partner Operations (L5-6) | 2017 – 2021*

- Advocated for the role of, and hired as the first TPgM in the YouTube Partner Ops org. Established role profile requirements, hiring criteria, R&R, and engagement structure.

- Integrated YT Partner Ops into the Google-wide Privacy and Legal review framework. Standardized process and deployed NLP-based automation to reduce average Legal review time ~61% (from 44d to 17d) and data Privacy review time ~93% (from 15 days to 1d). There have been 0 recorded privacy incidents for the organization since this program was deployed.
- Authored program plan and oversaw E2E decentralization of ~10,000 MAU admin tooling platform. Coordinated user- and Eng-facing migration of ~100 servlets from central ownership to island platforms stewarded by 10 distinct Eng orgs. Completed in <1 year, 0 production outages.
- Founded and led working group to modernize technical practices around payments. Aligned 20 SMEs from across Privacy, Security, Legal, Compliance, Finance, and Product Operations to develop and execute a VP-level portfolio of OKRs. Year one, we successfully renovated the control structure for 90 payment workflows across 580 partners, covering \$1.5b in payments

## Google

### *Ads Customer Solutions Creative Policy Engineer (L4-5) | 2015 - 2017*

- Founded and led a policy council consisting of Trust and Safety, Eng, and Ops to resolve longstanding blockers on timely “Sensitive Advertisers” spend (~\$180mm/yr). Re-launched pipeline reduced required go-live time for sensitive ads by 97% (from 3.8 days to 2.4 hours).
- Standardized new-partner deployment process via tooling automation and process. First year of deployment, team deployment capacity was increased by 58%, resulting in an additional onboarding of \$91.5 million / yr in relevant business.

## Integral Ad Science

### *Head of Sales Engineering | 2014 - 2015*

- Developed a framework for tiering treatment potential of prospective customers for sales engagement and segmented an \$XXMM book of business into territories and classifications.
- Hired and managed a team of 5 HC in developing technical pitch artifacts and case studies.
- Engaged Fortune 500 brands at the C-level to demonstrate mutual engagement value using concrete benchmarking and limited-engagement technical testing programs.

### *Senior Technical Account Manager | 2011 - 2014*

- Provided consultative support and operational guidance to frontline technical implementation teams at advertising agencies and Fortune 500s as they implemented brand safety and anti-fraud data products for programmatic ad campaigns.
- Developed and operated sustainable programs and externalizable automated tooling to aid customers in ad ROI optimization.
- Partnered with internal research teams to create a product feedback pipeline that translated customer needs into fraud-detection ML model improvements.

## Education & Certifications

### **Vassar College**

Bachelor of Arts in Economics (Minors in Urban Theory, Japanese Language), *Phi Beta Kappa*, GPA: 4.00

### **Japan Foundation - Japan Educational Exchanges and Services**

Certified Japanese Language Proficiency Level 2 (JLPT N2)