

# Adam Bezemek

## VP of Engineering & AI-First Technology Leader

La Crosse, WI · adam.bezemek@gmail.com · 608-215-4858 · linkedin.com/in/adam-bezemek · adambezemek.com

---

### EXECUTIVE SUMMARY

---

Engineering executive with 15+ years building and scaling global technology organizations. Led engineering teams of 75-85+ across enterprise and high-growth environments, accountable for platform strategy and business outcomes across \$250M+ in digital revenue. Proven operator at the VP level with a track record of enterprise replatforming, organizational design, and pragmatic AI adoption. Builder of high-performance cultures that ship, not just plan.

### CORE CAPABILITIES

---

Engineering Strategy · Org Design & Scaling · Global Team Leadership · Enterprise Platform Architecture · MACH & Composable Commerce · AI/ML Enablement · Cloud-Native & SaaS · Revenue-Driving Engineering · Digital Transformation · Stakeholder & Board Communication · Vendor Strategy · Budget & P&L Accountability

### PROFESSIONAL EXPERIENCE

---

#### Global Director of Experience Engineering

2022 – Present

VF Corporation — Denver, CO (Remote)

Lead a 75-person global engineering organization (15 FTEs + 30 contractors across US, Switzerland, and India) supporting multi-billion-dollar e-commerce properties for The North Face, Vans, and Timberland. VF Corporation (\$9.6B annual revenue).

Led enterprise-wide migration to MACH-based headless commerce on Netlify edge architecture, reducing deploy times by 90% and increasing release cadence from bi-weekly to daily across all three brand properties.

Platform performance improvements contributed to a 12% conversion rate lift through Core Web Vitals optimization (LCP reduced 50%+), with DTC digital channel inflecting to positive growth.

Established the technical foundation and operating model for AI-driven personalization, experimentation, and content generation capabilities at enterprise scale.

Built shared platform layer enabling consistent experiences across three distinct brands while preserving brand autonomy, reducing time-to-market for new content and experiments by 30%+.

Maintained 99.99% uptime across peak promotional periods (Black Friday, holiday) — zero revenue-impacting outages during highest-traffic periods.

Built trusted cross-functional relationships with brand leadership teams across TNF, Vans, and Timberland, serving as a strategic technology partner aligned to business outcomes.

#### Vice President of Technology

2020 – 2022

V Shred — Las Vegas, NV (Remote)

Executive owner of all technology for a \$250M+ annual revenue direct-to-consumer e-commerce business. Built the engineering organization from the ground up.

Hired and structured a product-driven engineering organization of 85 (Engineering, QA, Product) organized into 6 agile delivery squads.

Delivered 99.99% platform uptime supporting 1M+ daily pageviews during peak promotions through resilience engineering and operational discipline.

Initiated and executed strategic migration from monolithic architecture to cloud-native, API-first SaaS, improving deployment frequency and reducing infrastructure costs.

Built analytics and experimentation infrastructure enabling data-informed product and marketing decisions at scale.

Developed and delivered multi-year technology roadmaps aligned with aggressive 2x growth targets.

## Earlier Leadership & Architecture Roles

2009 – 2020

Progressive leadership across enterprise engineering, consulting, healthcare, fintech, and global brands.

**Director of Technology** — Soleer (Startup), San Francisco, CA — Architecture, hiring, MVP delivery 2020

**Principal Solution Architect** — FIS Global, Milwaukee, WI — Enterprise fintech architecture 2020

**Senior Engineering Manager** — XCentium, Irvine, CA 2018 – 2020

**Lead Front-End Architect** — UnitedHealth Group, La Crosse, WI 2017 – 2018

**Senior Front-End Developer** — virtuwel by HealthPartners, Minneapolis, MN 2012 – 2017

**UX/UI Designer & Developer** — Harley-Davidson, Milwaukee, WI 2010 – 2012

**Software Developer** — The DRG, Milwaukee, WI 2009 – 2010

## AI & EMERGING TECHNOLOGY

---

Designed and deployed autonomous AI agent infrastructure for business operations — multi-model orchestration, tool-use patterns, and human-in-the-loop oversight in production.

Built AI-powered content pipelines, recruiting automation, and analytics systems.

Framework: Pragmatic AI adoption — start with measurable business problems, not technology in search of a use case.

Published writer on engineering leadership in the AI era ([Substack: Engineering After AI](#)).

## EDUCATION

---

### Bachelor of Science, Marketing & Management

University of Wisconsin–La Crosse

### MFA Coursework, Web Design & New Media

Academy of Art University, San Francisco, CA