

ADAM HUNT

Consumer Product Leader | Portfolio, Growth & Monetization

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EXECUTIVE PROFILE

Consumer product leader with nearly a decade of experience leading portfolios across sports media, betting, mobile and web. Led organizations of more than 100 Product, Engineering and Operations professionals, with direct leadership of 10 Product Managers across 10+ product teams. Combines portfolio strategy, people leadership and commercial ownership to deliver measurable growth at scale.

EXECUTIVE IMPACT

10+	100+	300%	\$40M	50M+
PRODUCT TEAMS LED	CROSS-FUNCTIONAL ORG LED	SESSION GROWTH	PROJECTED ARR IMPACT	CONSUMER REACH

PROFESSIONAL EXPERIENCE

PRINCIPAL PRODUCT MANAGER

Feb 2025 — Present

Covers, Legend

Lead Covers’ betting volume organization across four product teams spanning mobile, community, handicapping, sports data and core betting experiences, while directly managing three Product Managers.

- Own portfolio strategy and investment priorities across mobile and web, aligning Product, Engineering, Commercial and executive leadership around long-term growth.
- Built and launched the Covers native app across iOS and Android, expanding a web-first destination into a multi-platform consumer product reaching more than 40M users.
- Direct product business cases, portfolio operating expenses and commercial investment decisions across betting-volume experiences.
- Set sportsbook integration strategy and shape the post-acquisition product direction connecting Covers with Genius Sports data, technology and partnerships.

DIRECTOR / GROUP PRODUCT MANAGER

Jul 2023 — Feb 2025

theScore, Penn Entertainment

Led theScore Sports Media product organization across live experiences, content, community, monetization and integrations with theScore Bet and ESPN BET. Managed five Product Managers and a cross-functional organization spanning Product, Engineering and Operations.

- Owned annual product strategy, portfolio planning and roadmap execution across one of Canada’s largest consumer sports platforms.
- Increased app sessions 300%, monthly active users 30% and contributed to 60% growth in product-driven revenue.
- Delivered approximately \$10M in projected revenue growth and \$40M in projected annual recurring revenue through new live sports and monetization experiences.
- Launched ScoreCast, Live Activities and Live Events across more than 10M devices, increasing engagement 250%+ and generating billions of premium advertising impressions.
- Led hiring, performance management, promotions, PM development, product principles, company-wide all-hands and annual planning.

HEAD OF PRODUCT

Jan 2022 — Jul 2023

OwnersBox Fantasy Sports

Led product strategy and cross-functional execution across fantasy sports, Pick'em, rewards and VIP experiences reaching more than 2M users.

- Owned product vision, portfolio roadmap and prioritization across the company's consumer gaming products.
- Led Product, Engineering, Design, Marketing and Operations teams from strategy through launch and optimization.
- Launched award-winning products generating tens of millions in handle, including Fantasy Pick'em at approximately 20% margin.
- Established product operating rhythms, commercial KPIs and scalable planning processes supporting company growth.

SENIOR PRODUCT MANAGER

Feb 2020 — Dec 2021

OwnersBox Fantasy Sports

Led zero-to-one product development across fantasy sports, mobile and web experiences.

- Launched multiple consumer products that represented more than 95% of company revenue.
- Built high-engagement fantasy experiences from discovery through post-launch optimization, contributing to significant user growth.
- Developed VIP, rewards and retention programs focused on high-value customers and repeat engagement.

EARLIER EXPERIENCE

PRODUCT MANAGER Elmhurst Golf & Country Club

2015 — 2020

Led digital product strategy and launched the club's mobile platform, modernizing member experience, commerce, pricing and operations.

AWARDS & RECOGNITION

- Media Feature of the Year — ScoreCast (2024)
- Most Beautiful Feature — ScoreCast (2024)
- Fantasy Sports Feature of the Year — Lightning Lineups (2023)
- Industry Speaker — Fantasy Sports & Gaming Association (2023)

EDUCATION

Western University

Honours Bachelor of Arts
Economics

Certified Scrum Product Owner
Scrum Alliance

EXECUTIVE EXPERTISE

Portfolio Strategy • Product Organization Leadership • Consumer Products • Mobile • Growth • Commercial Strategy • Monetization • AI • Sports Media • Betting • Executive Communication