

Sam Feller

A pathologically curious, technical, creative product manager. Knows how to ship 0-1.

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Amazon - Senior Technical Product Manager *Aug 2022 - Sep 2025*

Scaled an internal HR tool for organizational design from a 17-user prototype to enterprise-wide production deployment, growing the audience to over 5,000 users. Depending on org size, HR time spent on non-value-added tasks was reduced by ½ day to 5 days of effort.

- Drove organic, viral growth of the product through an internal marketing campaign, building an active and engaged Slack community of over 3,000 Amazonians.
- Secured funding for a 10-person team to transition product from prototype to production. Post launch, obtained additional funding for an additional 8 team members to accelerate development.
- Worked with industrial and organizational psychologists, HR business partners, economists, research scientists, UX designers, and engineers.

Amazon - Senior Technical Program Manager *Feb 2020 - Mar 2021*

TPM for three back-end software teams within the Alexa Information organization: answer orchestration, visual answer composition, and a natural language answer provider service.

- Established process development, Agile training, and planning/reporting frameworks that enabled team growth from 17 to 30+ people while supporting the senior manager.
- Achieved alignment on critical dependencies across globally distributed teams.
- Migrated 184 internal customers from deprecated manual override service to multiple replacement services.

Amazon - Hardware Technical Program Manager *Sep 2018 - Jan 2020*

TPM for an entrepreneurial skunkworks group developing the next generation of hardware technology for Amazon Go cashierless stores.

- Orchestrated cross-functional collaboration across 20+ team members spanning mechanical, electrical, firmware, optical, and industrial design disciplines.
- Distilled technical inputs from the team leads to facilitate schedule planning.
- Drove collaboration across supply chain/operations, compliance, software, machine vision/AI, and reliability/test teams, and formed and led ad hoc cross-functional teams when necessary.

AwkwardEngineer.com - Founder/Owner, *2010 - present*

Solo venture, including end-to-end product development from concept to fulfillment, as well as consulting engagements.

- The Analog Voltmeter Clock achieved over 500% funding on Kickstarter and was successfully delivered to nearly 400 backers. Over its lifetime, the Clock went on to sell over 1,400 units at 70% gross margin.
- Routinely authors thought leadership content for the AwkwardEngineer blog. Topics include product development, program management, creative problem-solving, and humor, reaching 1,100+ readers with 46% email open rate.
- Architected a project management system for a 200+ member freelancer collective, achieving 95%+ on-time, on-budget project delivery.

Tulip - Technical Product Manager *Aug 2021 - Aug 2022*

Responsible for Tulip's Edge offerings, connecting people, things, machines, and systems to Tulip's low-code/no-code platform. Products managed included our physical devices, firmware feature set, various runtime integrations with Tulip, the Tulip application "Player", and our cloud management portal.

- Launched Edge IO, next-generation Linux-based single-board computer edge device, winning head-to-head evaluation at key customer that led to six-figure direct device sale (largest launch in company history), \$13M five-year software contract, and seven-figure strategic investment.
- Collaborated cross-functionally with engineering, design, marketing, finance, sales, professional services, and customer support.
- Championed adoption of improved Agile and Discovery practices across product teams.

Interrobang - Founder *Mar 2021 - Aug 2021*

Pursued an idea based on my experiences at Amazon to develop better tools to automate project management processes.

- Recruited UI and Technical co-founders to build MVP.
- Validated core automation technology through user testing, successfully automating project updates from individual contributors and identifying market fit challenges.
- Made a strategic decision to pivot based on market validation findings, recognizing the solution was better suited as an internal tool for consulting firms.

WrightGrid, LLC - Head of Product Development / Founder *2015 - 2018*

Cofounder of a startup building cloud-connected, solar-powered cell phone charging kiosks. On \$400K of outside investment, successfully deployed 24 charging stations within Massachusetts and to various locations around the US, and shipped an additional 24 units to the Democratic Republic of Congo before strategic wind-down.

- Assembled and led a cross-disciplinary team of electrical, firmware, and cloud engineers, while serving as industrial designer and mechanical engineer.
- Executed complete product development lifecycle including vendor sourcing and management, BOM documentation, unit installation, and timeline execution.

Foliage, Inc - Mechanical Engineer *2012 - 2015*

Project based consulting engagements in a client facing role. Typically worked in small teams with electrical engineers and other disciplines to implement designs.

Education

B.S. Mechanical Engineering, WPI, '07, High Honors

Self Study Book List

Product Management / Design

The Mom Test
Sprint
Rocket Surgery Made Easy
Inspired
Continuous Discovery Habits
Refactoring UI
The Non-Designer's Design Book
Build
The Visual Display Of Quantitative Information
The Toy & Game Inventor's Handbook
Design Of Everyday Things
Making It

Business/ Innovation

When Coffee and Kale Compete
Lean Startup
Innovator's Dilemma
Innovator's Solution
Disciplined Entrepreneurship
Pricing With Confidence
Monetizing Innovation
How Stella Saved The Farm
Decisive
How to Decide
Think Again
Spin Selling
7 Powers: The Foundations of Strategy
Good Strategy Bad Strategy
Playing to Win

Marketing

Traction
Permission Marketing
Crossing the Chasm
Inside the Tornado
This is Marketing
Hooked
Purple Cow
Hacking Growth
Influence: The Psychology of Persuasion

Management

One Minute Manager
How to Talk So Little Kids Will Listen
High Output Management
The Entrepreneurial Operating System
Start With Why
Creativity Inc.
Skunkworks
Turn the Ship Around
Radical Candor
Getting to Yes
Never Split the Difference
No Rules Rules
It Doesn't Have To Be Crazy At Work
Orbiting The Hairball
Good to Great
Built to Last
The Hard Thing About Hard Things
One Page Talent Management

Project Management

User Story Mapping
The Goal
Building a Project Work Breakdown Structure
Scrum: Twice The Work In Half The Time
Product Development Flow
Toyota Production Method
PMBOK

Technical

Product Design For Manufacture & Assembly
Introduction to Algorithms
Serverless Single Page Apps
Developing Technical Training

Personal Productivity

Deep Work
Atomic Habits
Tiny Habits
Flow
Unlimited Memory
Seven Habits of Highly Effective People

Other

Thinking Fast and Slow
Writing Movies for Fun and Profit
How to Change Your Mind
Give and Take
Why We Sleep