

Adam Rojas

Manchester, NH / arojassun@gmail.com / ai.rojamahorse.com

PRODUCT & OPERATIONS LEADERSHIP AI ENABLEMENT · CUSTOMER EXPERIENCE

People-focused technology leader with nearly 20 years at Oracle and Sun Microsystems, following sales and customer experience management at Best Buy. Combines senior management, product ownership, business analysis, technical support, and technical writing to make complex work easier. Brings strengths-based coaching, hands-on application building, and practical AI expertise to the needs of teams and internal customers.

EXPERIENCE

Principal Product Manager

Oracle, Oracle Application Labs / OCI | Apr 2026–Present | Manchester, NH (Remote)

- Designed and delivered portfolio planning and prioritization tools, bringing priorities, dependencies, and status into view across 600+ epics and 13 business areas; prepared executive-ready portfolio materials and prioritization workflows.
- Created a Jira Writer GPT used by 200+ employees and six reusable AI Skills with 800+ combined downloads, helping colleagues write requirements, find project information, and check issue quality.
- Built and deployed AI retrieval and maintenance workflows for portfolio guidance, helping teams find and apply consistent project standards across an organization of 800+ employees and 30+ teams.
- Taught practical AI use through coaching, workshops, and an Oracle AI in Action presentation; tested workflows with new users, fresh-chat comparisons, and output-quality rubrics.

Manager / Senior Manager, Business Analysis and Design (promoted 2021)

Oracle, CPQ Configuration Operations | Dec 2017–Mar 2026 | Rocklin, CA; Remote from 2020

- Led up to nine direct-report Product Owners and Design Analysts, with responsibility for hiring, performance, development, and team budget; coached clear ownership, requirements quality, and collaborative delivery.
- Designed the CPQ blueprint system and reusable configuration patterns supporting approximately 60 cloud models at peak; translated product, pricing, and sales needs into workable configuration requirements.
- Partnered with the Redwood Design Team on internal CPQ user flows. Built a custom Codex-to-Figma MCP plugin in 2025 so teammates could create mockups aligned with Redwood design guidelines.
- Wrote QMS documentation and standard operating procedures, and guided acceptance criteria, user acceptance testing, approvals, release verification, and quarterly SOX tie-outs.
- Personally built an Oracle APEX Part Search Tool using visual development and native SQL tools; served approximately 600 users and tens of thousands of monthly page views.

Senior IT Implementation Design, Cloud Product Release Operations

Oracle | Jul 2014–Nov 2017 | Rocklin, CA

- Managed the CPQ Cloud pilot, presented models to global VP-level leaders, and refined designs by observing sales teams and gathering feedback. Supported rollout in Ireland and the UK for a platform used by 20,000+ sales representatives globally.
- Coordinated cloud product releases and created the Cloud Resource Center for release guidance; aligned quoting information with product rollout, branding, terminology, and pricing requirements.

EXPERIENCE CONTINUED

Product Configuration Engineer

Oracle | Feb 2011–Jun 2014 | Rocklin, CA

- Translated product requirements into configuration designs and supported testing, release coordination, and internal product-information resources for sales and operational teams.

Business Analyst / Pre-Sales Support Engineer

Oracle | Mar 2010–Feb 2011 | Rocklin, CA

- Supported sales and Deal Management with product requirements, configuration and quoting escalations, release training, and quarter-end support; maintained technical web content and administered OTRS support workflows.

Technical Support Engineer / Systems Engineer

Sun Microsystems | Nov 2006–Mar 2010 | Burlington, MA

- Contributed to the xmen.east technical sales-support website with user guides and ordering procedures; maintained product information and updated HTML before releases to align content with price lists.
- Created New Release Summaries and 15–60 minute product training covering ordering, upgrades, and software licensing. Delivered expert training in Denver and supported Deal Management quoting escalations; this work continued into early Oracle.

Customer Experience Manager

Best Buy | Jun 2004–Nov 2006

- Led roughly 10 supervisors in an organization of about 180 frontline staff, supporting customer experience, staffing, coaching, performance, budgeting, and operational reporting.
- Developed people through strengths-based leadership and individual coaching; helped teams understand expectations and follow practical operating procedures.

Sales Manager

Best Buy | Jun 2003–Jun 2004

- Led sales execution and team development, and mentored new sales managers across the district. Earlier roles: Home Theater and Computer Sales Supervisor (Jun 2002–Jun 2003) and Computer Sales Associate (Nov 2000–Jun 2002).

SELECTED PERSONAL PROJECTS

- Built Training Narration Studio, later repurposed for roughly five Oracle creators preparing training for an 800-person organization; combined a separate GPT scripting workflow with a local speech API.
- Build and maintain Python and Qt desktop tools for image processing and game configuration, a Discord assistant using local models and retrieval, and reusable AI workflows. Portfolio: ai.rojahorse.com

SKILLS

Product and operations: Product ownership, business analysis, requirements, backlog prioritization, release planning, process improvement, technical writing, knowledge management, training, customer support.

Tools and AI: Jira, Confluence, Oracle CPQ, Oracle APEX and SQL tools, ORDS/OpenAPI, Python, PySide6/Qt, HTML, Figma, ChatGPT, Codex, prompt and workflow design, retrieval-augmented generation, MCP integrations.

EDUCATION AND RECOGNITION

University of New Hampshire | Coursework in business administration and computer programming, approximately 2001–2003.

Oracle Career Achievement Award, Product Release Group; Best Buy Leader of the Year and Top Gun recognition. Gallup strengths-based leadership training.