Adam Coddington

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Product-minded engineering leader with 20 years of experience shaping and delivering SaaS products at scale. Experienced in product discovery, customer interviews, and go-to-market alignment. Proven record of driving $25M+ ARR products and shipping four production generative and agentic AI features, one of which cut journey creation time by 83%.

Professional Experience

- **Airship (f.k.a. Urban Airship)** — Portland, OR (Local and Remote)
  Senior Staff Engineer (September 2023-Present), Staff Web Engineer (April 2017-September 2023), Senior Web Engineer (February 2015-April 2017), Web Engineer (September 2012-February 2014); returned in 2015

  Product Strategy & Discovery
  - Using Google Vertex AI and Google's ADK (Agent Development Kit), led development of four distinct generative and agentic AI features. This set of features makes it easier for marketers to convert their rough ideas into real, functional customer journeys by giving them a prompt that will coach them through the process of making their ideas reality. One of these features – "AI Journeys" – reduced the time required for customers to create engagement journeys by 83%, reducing their time-to-market dramatically.
  - Served as the engineering lead of the "Product Trio" for Airship's $25M ARR Journeys product, used by 80 enterprise customers and 10M+ end users. Led dozens of product discovery efforts, ensuring technical feasibility while shaping innovative solutions. Launch of this product drove $3.5M revenue in its first six months, strengthening competitiveness against Braze and Salesforce.
  - Led discovery and phased, agile delivery of the "Approval Workflow" feature, solving approval process problems for 90% of customers with just ~10% of the originally forecast development effort. This lean, data-validated approach unlocked earlier transition to higher-value initiatives, accelerating our roadmap and increasing ROI on engineering time.

  Leadership
  - Served as front-end engineering lead (React, Redux, TypeScript) since 2017, partnering with designers, backend engineers, and global stakeholders to deliver dozens of customer-facing and platform features for Airship's Journeys product. Championed incremental, high-value releases on tight timelines—using feature flags, demos, and direct customer feedback to keep development tightly aligned with evolving product strategy and user needs.
  - Drove our transition from a waterfall-derived process to an agile-inspired one, enabling our product team to shift from long, opaque release cycles to incremental, demoable weekly deliveries. This empowered product leaders with the tactical flexibility to align daily execution with strategic goals, ensuring we validate and refine the right product long before major engineering investment or marketing commitments.
  - Mentored junior engineers, providing technical guidance, code reviews, and career support to accelerate their growth and impact within the team and on their career in general.

  Delivery & Outcomes
  - Introduced OKRs to link engineering execution to customer and business outcomes, improving roadmap focus and accelerating high-impact feature delivery.
  - Developed highly-scalable features via a variety of services hosted on Google Cloud using Python (Django), PostgreSQL, Java, Bigquery and Redis on the backend and TypeScript front-end.

- **Cox Media Group** — Atlanta, GA (Remote)
  Software Developer: Platform & Television Media Teams (February 2014-February 2015)
- **Parthenon Software Group** — Portland, OR
  Team Technical Lead, Senior Software Developer (September 2010-September 2012)
- **The Columbian Publishing Co.** — Vancouver, WA
  Senior Web Developer (December 2009-September 2010), Web Developer (February 2009-May 2009)
- **Babcock & Jenkins** — Portland, OR
  Junior Web Application Programmer (May 2009-December 2009)
- **Purdue University Libraries** — West Lafayette, IN
  Computer Systems Administrator, Technical Support Representative (April 2005-December 2008)

Highlighted Personal Projects

- **Obsidian Local REST API with MCP** — *Obsidian Plugin*
  - Developed and maintain a REST API and Model Context Protocol (MCP) server plugin for the Obsidian notetaking platform, enabling programmatic and AI-agent access to a user's personal knowledge base.
  - Reached 719k downloads via the Obsidian community plugin marketplace, with 2.9k GitHub stars – one of the most widely adopted Obsidian plugins.
- **Recall for Obsidian (formerly Obsidian Web)** — *Browser Extension*
  - Developed "Recall for Obsidian," a browser extension on the Chrome Web Store that helps roughly 20k users of the Obsidian notetaking tool surface, understand and create connections between online content and notes in their "second brain".
  - Applied Product Discovery techniques to identify and prioritize future improvements based on user needs and behavior via instant in-product feedback, discussion boards, and user-scheduled 30-minute discovery sessions.
- **Inthe.AM** — *SaaS Product*
  - Developed "Inthe.AM," a web-based platform extending the console-based task management tool Taskwarrior to the browser, enabling users to create, update and view their task list even when far away from their desktop.
  - Grew the service to 200 daily active users, supporting a dedicated user base for ten years ending in January of 2024.
- Developed and maintain Python modules in common use including Python Myfitnesspal – a library and command-line application for understanding your tracked meal data – and many other projects.

Patents

- "Staged Payload Series Generation by Large Language Models" - U.S. Patent Application No. 18/821,818 - Filed August 30, 2024 (Pending)
- "Cross-channel orchestration of messages" - U.S. Patent No. 11,050,699 - Granted June 29, 2021

Certifications

- Google Cloud Certified: Generative AI Leader - Earned June 17, 2026

Education

- **Purdue University** — West Lafayette, IN
  B.A., Political Science
  - Significant relevant coursework completed in Computer Science, Information Systems and Linguistics.