

CHERYL ADAY

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SUMMARY

Senior technical program manager with 20+ years driving ambiguous, cross-functional programs where the technology is novel and the ship date is non-negotiable. Repeated track record of inheriting stalled or undefined initiatives, defining the goal, building the plan, and driving to a result.

PROFESSIONAL EXPERIENCE

Founder & Program Lead

January 2024 – Present

WildBlue Enterprises LLC | Mission Viejo, CA

- Scope, plan, and drive end-to-end the Hybrid Agentic Commerce Pipeline powering trenddecay.com — a live Shopify storefront with 38+ AI-created products. Autonomous Claude agent for creative interpretation, surrounded by deterministic services and hard guardrails (spend governor, kill switch, content policy gate, two-key approval). Own pipeline architecture, prompt design, evals, safety scaffolding, and commerce integration across the full lifecycle.
- Drive a vision-ML estate sale management system from concept through AWS-deployed POC — Gemini 2.5 Flash for object detection, close-up identification workflow, and value estimation. Currently fundraising.
- Operate an AI Risk & Readiness consultancy in parallel: pre-deployment audits, governance frameworks, and phased implementation plans for SMB and mid-market clients.

Fractional Chief Product Officer

November 2022 – Present

Trivver, Inc. | Remote

- Lead 0→1 product strategy for a B2B SaaS metrics platform, integrating generative AI for 3D environments while managing safety and user experience implications.
- Influence cross-functional alignment across engineering, research, and business stakeholders to ship advanced AI capabilities from concept to GTM launch.
- Define core AI integration roadmaps for immersive environments, identifying high-value use cases for agentic automation in digital advertising.

Senior Technical Program Manager, Alexa Device SDK

April 2021 – October 2022

Amazon | Irvine, CA

- Owned cross-functional program delivery for the SDK enabling third-party hardware manufacturers to integrate Alexa across smart home, automotive, and consumer electronics; synthesized crossteam status and risk into executive-ready reporting on a weekly cadence.
- Drove SDK 3.0 platform release end-to-end, coordinating dependencies across 25+ engineering teams plus legal, open-source, partner engineering, and certification — enabling integration across 30M+ third-party devices.
- Managed the external partner integration lifecycle — onboarding, technical requirements, compliance review, and edge-case escalation — reducing partner certification cycle time and onboarding friction.

Senior Product Manager

November 2019 – April 2021

MFour Mobile Research | Irvine, CA

- Owned product roadmap for an enterprise B2B SaaS research platform processing high-volume behavioral data.
- Led development and launch of automated research workflows that reduced manual labor costs by 20%, working directly with engineering on a data warehouse migration.
- Applied SQL-based behavioral data analysis to validate research metrics and ensure data integrity within high-stakes enterprise reporting workflows.

Director of Product/Project Management

August 2012 – August 2019

Saritasa | Newport Beach, CA

- Built and led the product/project management practice at a custom software studio, directly running and overseeing a portfolio of 70+ ambiguous, fixed-deadline client engagements where scope had to be defined from a vague problem statement, planned, staffed, and shipped.
- Directed delivery across a wide technical surface area — applied ML and computer vision (Phind, an early image-recognition app combining neural networks and geopositioning, contributed to studio acquisition; conversational AI for real estate, delivered by a PM on my team), IoT, AR/VR, mobile, and web — requiring rapid context-switching across novel domains under client deadline pressure.

Senior Program Manager

September 2010 – July 2012

Beachbody | Santa Monica, CA

- Led the cross-functional program to ship the P90X mobile app — Beachbody's first major mobile product — for a global fitness brand with a passionate existing user base.
- Diagnosed that planned design failed to engage users; brought in design leadership to restore emotional connection to the original P90X brand.
- Executed a disciplined phased launch that earned Apple App of the Week, 100K downloads in the first 30 days, and a Top 5 grossing iPhone app ranking.

Senior Software Manager / Senior Product Manager

November 2002 – July 2006

LeapFrog Enterprises | Emeryville, CA

- Directed cross-functional programs across hardware, firmware, and software for educational consumer products applying emerging machine learning to children's learning — leading teams of up to 25 onshore and offshore engineers and shipping 100+ projects on time and within budget (90% success rate).
- Rescued the FLY pentop computer — a hardware/software product stalled for 18 months — and drove it from blocked to ship in 9 months by restructuring the program plan, resolving technical dependencies, and realigning stakeholders; the FLY pentop computer launch was reported by CEO Tom Kalinske as “the most successful launch of a new product in LeapFrog’s history” (SEC 8-K, Feb 2006).
- Directed application of neural networks to handwriting recognition for LeapFrog’s writing recognition products; managed the MyScript research partnership and oversaw training data collection. Products shipped by teams I managed earned multiple Toy of the Year (TOTY) awards, including Educational TOTY, Most Innovative TOTY, and Overall TOTY Winner (2006).

SELECTED RESEARCH & OPEN SOURCE

- llm-secure-patterns (Claude Code plugin) — open-source security patterns for LLM-powered applications mapped to the OWASP Top 10 for LLM Applications 2025; validated through crossmodel adversarial review. github.com/wildblue-ai/llm-secure-patterns
- **Aday, C. R.** (in preparation). *Measuring LLM personality: two alternatives when logprobs aren't available*. Methodology paper validating self-report and open-generation scoring as alternatives to logprob-based personality measurement, with multi-judge ensemble analysis on TRAIT (n=8,000). Manuscript in preparation; preprint forthcoming Q2 2026.
- **Aday, C. R. (1993)**. *Environmental Enrichment for Dolphins and Seals*. Master's thesis, San Francisco State University. Designed and built software with a keyboard interface allowing captive marine mammals to request items, activities, and interactions — measuring revealed preferences in subjects who could not verbally report them.

PATENTS

- Print Media Apparatus Including Stroke Recognition — US Patent (2005), co-inventor.
- Injection Training with Modeled Behavior — US Patent (filed 2017), co-inventor.

EDUCATION

Doctoral Studies in Biology (ABD) — Boston University

Marine mammal cognition. Proposed applying self-organizing neural networks to dolphin vocalization and behavioral pattern data; directed research design and data collection.

MFA in Professional Writing — University of Southern California

MA in Biology — San Francisco State University

BA in Biology — Vanguard University

SELECTED SKILLS

Program & Delivery: 0→1 program building, ambiguous-scope definition, cross-functional coordination, external partner management, executive synthesis, program rescue & turnaround.

Technical Fluency: LLM application security, SDK/API platforms, applied ML & computer vision, IoT & embedded systems.

Communication: MFA-trained; technical, executive, and research communication.