

Adam Sandler

Marketing AI Transformation Lead

New York City, NY, United States | [LinkedIn](#)

Marketing leader with 20+ years at Nestlé, Mondelez, American Express and Edelman who now designs and deploys production AI systems for healthcare, insurance and SaaS teams, combining business strategy with hands-on builds in Claude and Supabase.

EXPERIENCE

Founder & AI Transformation Lead, Marketing & GTM

Dec 2024 — Present

The Viable Edge (Sandler Digital Advisory LLC)

New York City Metropolitan Area

Founded an AI implementation and transformation practice serving healthcare, insurance, SaaS, agency and professional-services clients. Deployed HIPAA-compliant Claude Enterprise workspaces, built data pipelines and automated workflows, and trained 100+ practitioners. Led all 6 Claude Code sessions at a two-day AI mastermind in Nashville and delivered programs to 145-person companies. Built The Viable Edge newsletter (1,100+ subscribers, 51% open rate) and YouTube channel (2,500+ subscribers).

Global Insights and Analytics - eCommerce / Digital Shelf

Dec 2023 — Nov 2024

Mondelez International

New York City Metropolitan Area

Led selection and global rollout of Digital Shelf platform across 33 markets supporting 150+ retail customers. Managed vendor performance against SLAs, advised on omnichannel eCommerce strategy integrating retail media, and delivered market insights that shaped PIM enhancements.

Director, Strategy (Contract)

Jul 2023 — Oct 2023

The Shelf Influencer Marketing Agency

New York City Metropolitan Area

Built strategic frameworks for influencer activations for enterprise clients including Sam's Club and Campbell's, contributing to \$1M+ in new business. Managed vendor relationships, platform integration and project milestones.

Senior Director, Digital Activation

Dec 2020 — May 2022

Nestlé Health Science (fka The Bountiful Company / Nature's Bounty)

Hoboken, NJ

Directed Amazon, DTC and owned-channel strategy for the full brand portfolio, increasing Amazon sales 66%. Led vendor RFPs and negotiations with eCommerce and technology partners, saving \$6M. Implemented Digital Shelf and catalog management systems for product content across online and brick-and-mortar retailers.

Director, Digital Marketing (eCommerce, Amazon.com)

Nov 2015 — Jul 2023

Nestlé Health Science (fka The Bountiful Company / Nature's Bounty)

New York City Metropolitan Area

Led digital brand strategy across social, retail media and eCommerce for a 12-brand portfolio. Built and managed a 16-person digital marketing team, managed a \$10M budget optimizing against CAC, LTV and ROAS targets. Managed eCommerce platform integrations including Salesforce Commerce Cloud to improve scalability.

Vice President, Director of Community Management

Jul 2014 — Nov 2015

Edelman

New York, NY

Led digital and social strategy for Verizon and Samsung, including real-time activations and platform optimization. Hired, coached and managed a team of 5 social media managers.

Senior Manager, Digital Marketing

Jun 2012 — Jul 2014

American Express

New York, NY

Managed engagement for OPEN Forum, a community of 200,000+ small business owners. Launched an influencer-driven content program with well-known entrepreneurs, lifting engagement 18% year over year. Ran OPEN's first Tweet Chat and other cross-channel events, generating millions of impressions. Partnered with engineering on feature development, testing and user experience.

Associate Director of Marketing

Jun 2011 — May 2012

Loeb.nyc

New York, NY

Developed marketing partnerships generating \$7M+ in annual revenue. Led retention and loyalty programs and integrated campaigns across digital, email, direct mail and phone.

Marketing Manager

Feb 2009 — Jun 2011

Efficiency 2.0

New York City Metropolitan Area

Efficiency 2.0 was acquired by C3 AI

-Developed and activated marketing campaigns through social media, direct mail, and SEM.

-Launched, managed, and grew social media communities.

Community Director

May 2007 — Dec 2007

RealNetworks

New York City Metropolitan Area

- Managed online communities used by over 10,000 active daily members across global gaming and social hubs.

- Managed community ambassador program.

Manager, Ratings Submissions
ESRB

Oct 2005 — May 2007
New York, NY

Associate Producer, Broadcast
J. Walter Thompson

Feb 2003 — Oct 2005
New York, NY

EDUCATION

Fordham Gabelli School of Business
MBA

Sep 2007 — Jun 2009

Franklin & Marshall College
B.A., English Literature
Dean's List

Sep 1997 — Jun 2001

PROJECTS

The Viable Edge

I built The Viable Edge because every marketing leader I talk to has the same problem... too many disconnected tools, no system that actually learns. It's an AI marketing system that runs on specialized agents orchestrated around your brand context. Content, SEO, email, analytics, campaign execution, all connected, all improving with every result. You own and operate everything.

AI Citation Agent (Claude Code Build)

I built an AI-powered citation agent using Claude Code that automates SEO citation research and analysis. This walkthrough covers the full build process, from architecture to working demo, showing how non-developers can use Claude Code to create practical AI tools for marketing.

CERTIFICATIONS

Make Foundation, Make

Sep 2025

Community Management for Enterprise Communities, Lithium Technologies

Oct 2012

Inbound, HubSpot Academy

SKILLS

Claude Skills · Anthropic Claude · vibe marketing · Strategic Marketing Consultancy · Positioning (Marketing) · Analytical Skills · AI Strategy · Prompt Engineering · No-Code Development · AI Fluency & Adoption · Artificial Intelligence (AI) · agentic AI · Customer Success · DTC · E-Commerce · Brand Management · Brand Strategy · Brand Marketing · Social Media Content Creation · User Experience (UX) · digital shelf · Paid Social Media Advertising · Strategic Partnerships · People Management · Social Commerce · Team Leadership · Influencer Marketing · Demand Generation · Search Engine Optimization (SEO) · Multi-Channel Marketing · Content Marketing · Brand Awareness · Creative Strategy · Business Development · Content Strategy · Digital Engagement · Product Management · Product Marketing · New Business Development · Partnership Marketing · Integrated Marketing · Digital Strategy · Customer Engagement · Building Customer Loyalty · CRM · AI readiness assessments · AI transformation roadmaps · Agent systems · Skills systems · Claude Code · MCP · Knowledge bases · Marketing Context Engineering · Data pipelines · Dashboards · Supabase · Postgres · APIs · Digital brand strategy · Amazon · Retail media · PIM · Catalog operations · ROAS optimization · CAC optimization · LTV · HIPAA compliance · Transcript de-identification · AEO · Lead scoring · HubSpot · Meta · Google · Content systems