

Adam Walden

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Creative and results-oriented leader, passionate storyteller, marketer and culture builder. More than 20-years experience building entrepreneurial businesses, leading teams and developing strategic programs. Recognized integrated marketing, experiential, and social media expert.

Experience

Deep Focus (an Engine Company) San Francisco / Los Angeles, CA Nov 2014 – May 2017

President, DF West Jan 2016 – May 2017

President, San Francisco Nov 2014 – Dec 2015

- Responsible for West Coast P&L, operations, talent management, culture, strategy and marketing - oversaw a \$35M+ operating budget for this digitally led creative agency.
- Recruited, inspired, mentored and retained West Coast talent to ensure client delight, retention, growth and profitability. Grew team from three people to over 100.
- Led integrated, geographically-dispersed teams to create bold and results-oriented programs and campaigns for Intel, Johnson & Johnson, Nestlé, Salesforce, Samsung, Ubisoft and The University of California.
- Cultivated and nurtured senior client relationships and positioned team as embedded partners to unlock opportunities, retain, and grow business. Led the company in client satisfaction for 24 consecutive quarters.
- Articulated and stewarded an inspiring, productive, and balanced company culture fostering collaboration, excellence and respect. Maintained ~5% annual turnover.
- Drove and evaluated new business opportunities to ensure alignment with company mission, profitability and resources. Actively led pitch prep, presentations and closing business.
- Built and managed DF's Emerging Technology group as a thought leadership team and global center-of-excellence to explore if, how and when clients should embrace and implement new platforms including AR, VR, AI, 360-video, et. al.
- Identified and supported mutually beneficial collaborations with 20 Engine global companies and business units to increase client value, quality, and network profitability.
- Led west coast SOW, MSA, contract and real estate negotiations.

Pop-Up Magazine San Francisco, CA

Sep 2011 – Dec 2013

Advisor / Associate Publisher

- Oversaw business affairs, revenue, sponsorship and strategic planning for this event series that envisions what a magazine would look like if it came to life on a stage for just one night.
- Helped manage transition from 350-seat venue to 2,800-seat Davies Symphony Hall.
- Developed, sold and produced experiential integrations and live advertisements.
- Built and maintained marketing plans, ticket pricing strategies and financial models.
- Advised founders, creative and production teams on developing show themes, scripts and flow, including launch event for Beck's 2012 *Song Reader* "album."

Noise San Francisco, CA

Sep 2009 – Nov 2014

General Manager, San Francisco

- Guided all aspects of SF strategy, operations, \$12M P&L and client services for this marketing and product agency focused on building connections between brands and young adults.
- Ideation, design, communication planning and marketing of digital products and programs for clients including EA, GE, JP Morgan Chase, Panasonic, PayPal, Six Flags, Thompson Hotels and Vitaminwater (Coca Cola).
- Cultivated and managed successful strategic partnerships with Facebook, Vice, Twitter, Machinima, MTV and others.

- Managed internal and external communication, media, and influencer strategies, and oversaw teams to build both client and company awareness, consideration and sales.
- Led West Coast business development - personally responsible for \$22M in new revenue.
- Recruited, hired, managed and retained a stellar SF team.
- Served on national management board to develop best practices, senior staff recruiting guidelines, HR and hiring processes, resource management tools and financial integration.
- Frequent speaker, social media and young adult expert.

Variety Worldwide New York, NY

Feb 2009 – Aug 2009

Acting President (consulting)

- Launched branded entertainment / content development company founded in partnership between New York nightclub The Box and Chicago's Legacy Marketing Partners.
- Analyzed feasibility, planned and produced live productions and tours including *Beacher's Madhouse* and U.S. premiere of Punchdrunk's *Sleep No More* at A.R.T. in Cambridge, MA.

Current TV (sold to Al Jazeera America) San Francisco, CA

Jan 2008 – Mar 2009

Vice President Marketing & Experiential

- Directed consumer and college marketing for Emmy award-winning television network founded by Vice President Al Gore (broadcast in 58mm homes globally).
- Successfully introduced brand to millions of new consumers through innovative cross-media initiatives, social networking strategies, word-of-mouth, viral / buzz campaigns, strategic partnerships, PR and national event sponsorships.
- Created marketing strategies for individual television series and specials to drive viewership, increase user participation and maximize cross-platform ad sales.
- Worked collaboratively as part of cross-functional team including programming, media, analytics and digital to coordinate campaigns, launches and ongoing promotions.
- Exposed Current TV to over 250,000 college students per semester through national curriculum integration and a 300-person campus ambassador program.
- Identified, negotiated and implemented successful national sponsorship programs.
- Developed and managed "Viewer Created Ads," a lucrative revenue source that enabled advertisers to tap into the passion, creativity and talents of emerging filmmakers.

Gen Art New York, NY

1998 – 2007

President and Creative Director 2001 – 2007

Managing Director 1998 – 2001

- Built Gen Art into a nationally recognized arts & entertainment company and marketing agency by focusing on connecting brands to young adults through film, fashion, music & art.
- Served as chief strategist and creative director, overseeing marketing strategies and programs that continually attracted world-class consumer brands, including Acura, American Express, Armani, Delta Airlines, Diageo, Hugo Boss, JetBlue, Motorola, Nikon, Sony and Starbucks.
- Crafted and implemented PR strategies and managed external agencies to support company, programming and client goals.
- Grew and monetized an elusive, passionate and dedicated global audience of 500,000+ supporters and built a membership program that contributed ~20% of annual revenue.
- Published and launched the Gen Art Magazine, a digital newsletter and an online culture hub.
- Recruited, led and inspired a geographically diverse team of 100+ FT employees and over 1,000 freelancers and volunteers.
- Led the sales and account management teams. P&L responsibility. Developed sales training and processes that dramatically grew new business and increased large client retention.

Gen Art, continued...

- Launched and managed 4 regional offices (Los Angeles, San Francisco, Chicago and Miami).
- Served on the board of the Gen Art Foundation, a 501(c)(3) non-profit with a mission to provide business and education resources to artists and burgeoning collectors.
- Executive produced hundreds of live events and sponsorship installations, including:
 - Performances by Beastie Boys, The Roots and Perry Farrell at the Sundance Film Festival.
 - Hugo Boss rooftop fashion week parties with Tommy Lee and live peacocks.
 - NY Fashion Week runway shows, contests, parties and installations.
 - Annual week-long Gen Art Film Festival.
 - Art exhibitions and multimedia programs.

Big Yellow Box Productions New York, NY

1996 – 1998

Co-Founder / Producer / Artistic Director

- Developed, produced and marketed theatrical and video productions, including promotional videos for MTV, Lifetime and VH1, short films and more than a dozen NYC live theatrical productions.
- Comedian and SAG actor appearing in NYC comedy clubs, independent films and dozens of TV commercials.

META Group (Acquired by Gartner Group) Stamford, CT

1991 – 1996

Information technology research, market assessment and consulting firm.

Director of Marketing 1995 – 1996

Director of Online Services 1993 – 1995

Special Projects Manager 1991 – 1993

SPEAKER

- Commentator / Lecturer (Generation Next Forum, Future Trends Conference, NYU, et al)
- Panelist (CES, SXSW, iMedia, Modern Marketing Summit, Cassandra Sessions)
- Television appearances (CNN, CNBC, NBC)
- Weekly live trend correspondent (Sirius Radio – 2006-2008)

AFFILIATIONS

AIDS/LifeCycle, The Battery, Future of Storytelling Summit (since 2013), Reboot (board of directors, development chair, executive committee), Team in Training (lymphoma & leukemia).

ACTIVITIES

Cycling, Running, Hiking, Cooking and Traveling.

CITIZENSHIPS

U.S. (native born) with dual EU (German).

EDUCATION

Carnegie Mellon University. B.S. Industrial Management.