

Adam Chen, MBA

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Executive Leader: Marketing & Business Development Strategy

Transformational marketing and business development executive with a proven track record of building AI-driven technology, revenue operations, and go-to-market (GTM) strategies with a network of early-stage and venture capital ecosystems. Adept at driving sustainable growth for organizations from the earliest stages. A passionate collaborator known for mapping complex business processes, building high-performing teams, and executing innovative marketing campaigns that expand market share, maximize ROI, and elevate the customer journey.

Core Competencies

- **Marketing & GTM:** Brand Building, Ideal Customer Profile Positioning, Campaign Management, Product Development
- **Business Development:** Revenue Operations (RevOps), Sales Enablement, Strategic Planning, P&L Oversight
- **Technology & AI Enablement:** Systems Architecture, CRM & Martech Automation, AI Workflows, Process Mapping
- **Leadership:** Change Management, Cross-Functional Team Building, Customer/Employee Experience (CX/EX)

Professional Experience

FinStrat Management | Chief Revenue Officer 3/2025 – 09/2026

- **Go-to-Market & RevOps Leadership:** Redesigned the GTM strategy for early-stage venture capital(VC)-backed founder services and launched a new GTM/RevOps consulting practice supplementing accounting & finance professional services. Launched the first customer success program and department while developing retention strategies and new pricing models.
- **Audience & Brand Growth:** Developed a partnership program targeting Venture Capital investors and related Ecosystems, tracking investments, software perks, business development, and subject matter expert relationships and introductions.
- **AI & MarTech Integration:** Reimagined and implemented AI-driven workflows, mapping complex sales processes to optimize lead generation and client acquisition, leveraging tools like HubSpot, Apollo, and Claude.
- **Other Results:** Increased brand visibility in key markets (Denver, DC, Pittsburgh, San Francisco). Reduced annual OpEx spend by >10%. Decreased time to close by 50%. Launched a new pre-seed service offering. Personally closed 50% of the new deals in 2026 while managing the company away from founder-led sales.

Measured Transformation | Consultant (Fractional Executive) 5/2024 – Present

- **Strategic Business Development:** Provide fractional executive leadership to resolve complex business challenges for seed to series A founders and SMBs across Enterprise SaaS, IT, Finance, Healthcare, Hospitality, and Nonprofits.
- **Brand & Tech Optimization:** Develop comprehensive brand strategies, manage multimedia production, and streamline back-office operations using CRM automations and AI-driven data enrichment to drive targeted scalable revenue growth.

The Amenity Collective | President, AmenityLinc & Chief Marketing Officer 1/2022 – 4/2024 (Promoted to President of AmenityLinc in 12/2022 after successfully serving as Chief Marketing Officer)

- **Revenue & Client Retention:** Increased average contract size by 6X and doubled total site count through targeted product development, customer success initiatives, and a targeted marketing strategy.
- **Customer Success:** Drastically improved the customer renewal rate from 20% to 90% by optimizing the customer experience and implementing comprehensive retention strategies.
- **Marketing Consolidation & Rebranding:** Standardized internal communications and successfully rebranded 8 acquired companies into a cohesive portfolio.
- **Digital Transformation:** Procured and implemented Salesforce Marketing Cloud across 3 distinct business units, modernizing the national marketing strategy for over 35 offices in Fitness, Aquatics, and Luxury Services.
- **Recognition:** Awarded AAMD Person of the Month (Mar 24') for outstanding leadership and business growth in the industry.

American Pool | Chief Information Officer 3/2020 – 12/2021

- **Enterprise Digital Transformation:** Led the enterprise-wide transition from legacy on-premise systems to modern SaaS cloud solutions for CRM, HRIS/ERP, payroll, ATS, and websites.
- **Change Management & Team Leadership:** Grew the operations and technology team from 3 to 29 personnel, successfully

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enabling a fully remote workforce during the COVID-19 pandemic.

- **Risk Mitigation:** Successfully managed the company through a ransomware attack and rolled out secure cloud software to permanently mitigate on-premise risks.

TEKsystems | Senior Manager, Digital Strategy and Experience 1/2019 – 3/2020

- **Digital Marketing Strategy:** Managed a 6-figure global digital marketing budget to develop unique positioning for Global Services across Cloud, Data & Analytics, and Risk & Security divisions.
- **Web & Brand Development:** Redesigned the global website with language translations via Sitecore and created new targeted buyer personas to align all cross-functional marketing efforts.
- **Innovative Media:** Launched the company's first podcast sponsorship series to expand digital footprint.

Brown Advisory | Senior Digital Strategist 6/2014 – 12/2018

- **Customer Journey Standardization:** Established a strong digital footprint by standardizing and integrating the client and prospect journey across sales, service, compliance, and marketing.
- **Sales Enablement:** Implemented new sales enablement tools (Seismic, Pardot) for all Private Client portfolio managers, automating quarter-end and month-end performance reporting.
- **Compliance & Web Management:** Redesigned the global website on Drupal and implemented rigorous new communication protocols to ensure GDPR compliance.

Early Career Success

- **Planit Advertising | Senior Project Manager** (10/2013 – 3/2014): Led account and project management, responding to RFPs and managing client relationships for brands like Royal Building Solutions and AGCO.
- **NASA, Communications Support Service Center | Deputy Program Manager** (8/2009 – 8/2013): Rebid and won a ~\$25M 8(a) contract focused on public outreach and STEM education. Earned the NASA Customer Service Group Award and multiple Communicator Awards for public relations campaigns surrounding Space Communications and the 2011 Space Shuttle Retirement (consisting of a coffee table book, augmented reality tablet app, and traveling exhibit.)
- **Pure Management Group | Senior Web Developer/Graphic Designer** (5/2007 – 5/2009): Led digital marketing strategies for Las Vegas' top restaurants(3), nightclubs(5), and bars (2) plus GTM branding for the launch of three new hospitality properties. Exceeded revenue goals through facilitating a robust public relations program to drive demand.

Education

- **Master of Business Administration (MBA)** – Johns Hopkins Carey Business School
- **Bachelor of Science (BS)** – Full Sail University

Certifications & Technical Skills

- **Certifications:** PMP Certification, CFA Fundamentals Certification
- **Marketing, Sales & CRM:** Salesforce, Marketing Cloud, Pardot, HubSpot, ZoomInfo, Apollo, Zapier, Mailchimp, Google Ads
- **Design, Web & CMS:** Adobe Suite, Canva, Figma, WordPress, Drupal, Sitecore, HTML/CSS, PHP, Python, Javascript
- **AI & Modern Tools:** Claude, Gemini, Gamma, Lovable, Landbase, Airtable, Notion, Stripe, Ramp, Rippling, and more.

Achievements & Community Involvement

- **Media & Publishing:** Regular speaker & presenter on GTM, ICP, Leadership, and Mentorship; Co-Host of *The Innovation Economy Intrapreneurs* Podcast; Co-Host of *The Innovators & Investors: Accelerate Series* Podcast; Author of *Celebrating 30 years of the Space Shuttle Program*; Illustrator for 5 books in Springer Publishing's *Patrick Moore Practical Astronomy Series*.
- **Leadership & Volunteering:** Former Co-chair of ADA's Emerging Leaders Board and Corporate Development Committee; Mentor for American Marketing Association (AMA); Volunteer for Boys Hope Girls Hope & Volunteers for Outdoor Colorado.