

Adam Chen, MBA

Technology and Marketing Executive

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Executive Profile

Influential leader and change agent with expertise in driving strategic digital transformation initiatives involving technology, marketing, operations, product, and sales in such industries as professional services, finance, marketing, events, hospitality, consulting, and federal government contracting. In combining vision-setting leadership with technical understanding, I help organizations identify opportunities that positively impact the bottom-line.

Skills

- Digital transformation
- Business process design
- Change management
- Culture building
- Strategic planning
- Financial management
- Agile project management
- Enterprise resource budgeting
- Staffing strategy
- Software product design
- UX/UI
- Web application design and development
- CMS (Wordpress, Drupal, Sitecore)
- Brand building
- CX/EX
- Go-to-market planning
- Sales enablement (Seismic)
- Marketing automation (Pardot, Marketing Cloud)
- CRM (Salesforce, Sage, Hubspot)
- ATS (SAP Successfactors, iCIMS)
- ERP (Workday, Sage 300, Dayforce)
- Public speaking

Education

- Johns Hopkins Carey Business School, MBA
- Full Sail University, BS

Style Preferences

- Self-managing teams
- Continuous improvement
- Having a proclivity to act
- Over-communication

Professional Experience

5/2024 - Current

Founder and Consultant, Measured Transformation LLC

Measured Transformation consults and leads clients through critical business thinking and change innovation by facilitating operational analysis, digital brand strategy, process redesign, technology integration, and data-driven marketing for small- to medium-sized businesses looking for growth and efficiency. We have industry experience in Information Technology, Creative Services, Events, Finance, Hospitality, Healthcare, Manufacturing, and Government Contracting.

12/2022–4/2024

President, AmenityLinc

My evolution at The Amenity Collective now finds myself overseeing our property technology company, AmenityLinc. I oversee all revenue operations, marketing, customer success, and manage the product development for all of our residential clientele. During my tenure I have grown the average contract size 6x, achieved a 90% renewal rate and grown site/unit count while also standardizing our processes for sales and service.

1/2022–12/1/2022

Chief Marketing Officer, The Amenity Collective/Chief Experience Officer, AmenityLinc

As Chief Marketing Officer with The Amenity Collective I maintain oversight and strategy over our national marketing efforts and lead a team of nine professionals serving five main business units in Fitness, Aquatics, and Luxury Services. My leadership sets the course for technology-enabled communications through tools such as Salesforce Marketing Cloud as well as defining the media strategy across traditional outlets and social media. As Chief Experience Officer of AmenityLinc, I am charged with bringing our first SAAS technology product to market. I oversee an integrated strategy and team that ties together Marketing, Sales, and Service to deliver a customer experience that drives recurring revenue through continuous consultation and solution delivery for our clients, helping them transform and modernize their business processes along the way.

3/2020–12/2021

Chief Information Officer/Chief Marketing Officer, The Amenity Collective

In this dual role, I have responsibility and accountability over implementing a completely new operating platform (CRM, HRIS/ERP, Payroll, ATS, Mobile Apps, Websites) to replace failing legacy infrastructure to enable business development and service delivery across 30 offices and 45 legal entities. As new systems come online, I also retrain staff and define new business processes employing change management best practices. Obtaining value from the new platform is another mandate, accomplished by leveraging customer data insights to expand current client relationships and nurture new customer segments in existing markets. Additionally, go-to-market plans were enacted for two new technology products aimed at reinventing service delivery in the aquatics industry. I have grown the IT and Marketing teams from 3 to 29 during my tenure and led the company's IT strategy during and coming out of the COVID pandemic with a specific focus on cybersecurity for a remote workforce.

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- ❑ Cultivating talent through mentorship
- ❑ Educating
- ❑ Empowering others
- ❑ Promoting team success
- ❑ Driving innovation
- ❑ Challenging status-quo

8/2020–4/2021

Product and CX Advisor, Careergig

As an advisor for a startup seeking its Series A funding round, I filled a variety of roles as it relates to driving continuity between the product, marketing, and community engagement teams. Additionally, on the investment side, I helped facilitate an initial seed round.

1/2019–3/2020

Senior Manager, Digital Strategy and Experience, TEKsystems

Joining the company at the inflection point in their journey from an IT staffing to a professional service delivery business model, my mandate was to reposition the company in the market and minds of customers, without causing undue harm to the existing brand equity. I built a team and a multi-channel B2B marketing strategy for the four top revenue generating verticals including Cloud, Data & Analytics, Digital, and Risk & Security in total alignment with sales goals and expanding strategic accounts.

6/2014–12/2018

Senior Digital Strategist, Brown Advisory

During my foray into the financial industry, I established a strong presence across the firm's digital footprint with an emphasis on standardizing and integrating client and prospect journeys integrating sales, service, compliance, and marketing. I procured and implemented sales enablement tools that met GDPR standards for the international business and redefined how the company communicates with clients, prospects, and the public. The firm grew from ~40B to ~65B in AUM during my tenure and from 340 employees to over 600 through organic growth and acquisitions.

10/2013–3/2014

Senior Project Manager, Planit Advertising

My stint in the ad agency world had me split my focus between project management and business development. I managed a matrix team and ushered project evolution through account management, creative, and development. I also played an instrumental role in winning new business through pitches and RFP responses.

8/2009–8/2013

Deputy Program Manager, NASA, Communications Support Service Center

While initially hired as a dedicated onsite multimedia project manager, through my efforts to redefine our intake and client service business processes I was quickly promoted to Deputy Program Manager, overseeing the daily operations and contractual obligations for our ~\$25M 8(a) small business contract. Much of the contract's focus was on public outreach and STEM educational efforts. During my tenure, we were able to rebid and win a second five-year contract, the first time in the contract's history that it was awarded to an incumbent. Our efforts were recognized by a NASA Customer Service Group Award.

5/2007–5/2009

Senior Web Developer/Graphic Designer, Pure Management Group

In this role, I employed a variety of digital marketing strategies and tactics to help exceed revenue goals for an 11 property hospitality group. During my tenure, the team I led also developed go-to-market branding and messaging for the launch of three new properties. I also helped to facilitate a robust public relations program with an external agency and maintained media relations with a variety of outlets.

Achievements

- ❑ Co-Host of The Innovation Economy, a top-ranked Business Management Podcast
- ❑ Published a book celebrating 30 years of the Space Shuttle program
- ❑ Illustrated five books from Springer Publishing's Patrick Moore Practical Astronomy Series
- ❑ Co-chaired the American Diabetes Association's Emerging Leaders Board
- ❑ Co-chaired the American Diabetes Association's Corporate Development Committee
- ❑ American Marketing Association Mentor in the Mentor Connections Program
- ❑ PMP Certified
- ❑ CFA Fundamentals Certified