

Adam Chen, MBA

Leading Teams Where Technology, Marketing, and Operations Converge

Denver, CO • adamschen@gmail.com • [linkedin.com/in/adamschen](https://www.linkedin.com/in/adamschen) • adamchen.com

Why I'm Different

I am a passionate collaborator and I have spent my life pursuing the road-less traveled. Having grown from a practitioner to a leader, I have no hesitation rolling up my sleeves to lead by example. My career has been a conscious exercise in cultivating a breadth of experience which serves me well in leadership roles and areas where connecting the dots within complex systems drives innovation.

Skills

- ❑ Executive Leadership
- ❑ Digital Transformation
- ❑ Business Process Mapping
- ❑ Change Management
- ❑ Culture/Team Building
- ❑ Strategic Planning
- ❑ P/L Oversight
- ❑ Project Management
- ❑ Product Development
- ❑ UX/UI
- ❑ Brand Building
- ❑ CX/EX
- ❑ Go-To-Market Planning
- ❑ Sales Enablement
- ❑ CRM Automation

Education

- ❑ Johns Hopkins Carey Business School, MBA
- ❑ Full Sail University, BS
- ❑ PMP Certification
- ❑ CFA Fundamentals Certification

Achievements

- ❑ Co-Host of *The Innovation Economy*, a top-ranked Business Management Podcast
- ❑ Author: *Celebrating 30 years of the Space Shuttle Program*
- ❑ Illustrator: 5 books from Springer Publishing's *Patrick Moore Practical Astronomy Series*

Community Involvement

- ❑ Former Co-chair, American Diabetes Association's (ADA) Emerging Leaders Board
- ❑ Former Co-chair, ADA's

Professional Experience

Founder/CEO, Measured Transformation - 5/2024–Current

Summary: My single-member LLC helping solve SMB's business challenges as a consultant.

Responsibilities: Brand Development; Business development; Production; Back office

Tech Stack: HubSpot, Wordpress, Stripe, Zapier, Google Workspace, Salesforce, ZoomInfo, +

Industry Experience: Information Technology, Creative Services, Events, Finance, Hospitality, Healthcare, Manufacturing, Nonprofits and Government Contracting

Multiple Roles @ The Amenity Collective - 3/2020–4/2024

President, AmenityLinc - 12/2022–4/2024

Responsibilities: Revenue Operations; Customer Success; Product Development; Marketing and Brand Development

Tech Stack: Salesforce, Marketing Cloud, Wordpress, WorkDay, Stripe, React Native, +

Results: 6X average contract size; 90% renewal rate up from 20%; 2X total site count

Awards: AAMD Person of the Month, March 2024

Chief Marketing Officer - 1/2022–12/1/2022

Responsibilities: National marketing strategy for 5 main business units in Fitness, Aquatics, and Luxury Services across 35+ offices; MarTech procurement, implementation, and maintenance; marketing automation; NPS; Internal communication; Content strategy; Brand building and rebranding.

Tech Stack: Salesforce, Marketing Cloud, Wordpress, SEM Rush, Later, Asana, Mailchimp, +

Results: Implemented Marketing Cloud for 3 business units; Standardized internal communications across disparate acquired companies; 8 rebranded companies

Chief Information Officer, American Pool - 3/2020–12/2021

Responsibilities: Digital Transformation including SAAS Cloud replacement of legacy on premises systems for CRM, HRIS/ERP, payroll, ATS, mobile apps, and websites; Transition MSP help desk to an internal help desk with Tier 1 through application support; IT security and training programs; Integrate acquired companies into new systems.

Tech Stack: SAP Successfactors, Paradox, Workforce, Salesforce, Marketing Cloud, Workday, Google Workspace, +

Results: Grew the team from 3 to 29; Enabled a remote workforce through COVID; Managed company through a Ransomware attack; Successfully rolled out new software to mitigate on-prem risk.

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

Responsibilities: Develop a digital marketing strategy and positioning for Global Services distinct from Staffing Services; Manage a 6-figure digital marketing budget; Develop internal marketing capabilities and develop the team.

Internal Customers: Global Services divisions in Cloud, Data & Analytics, Digital, and Risk & Security

Tech Stack: Salesforce, Marketing Cloud, Moz, Yext, Sitecore, Google Ads, Zoominfo, +

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- Corporate Development Committee
Results: Created new buying personas to align all marketing efforts; Redesigned a global website with language translations in Sitecore; Launched first podcast sponsorship series.
- ❑ Former Mentor, American Marketing Association (AMA)
Senior Digital Strategist, Brown Advisory - 6/2014–12/2018
Responsibilities: Establish 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; MarTech Procurement; GDPR; Website; Monthly/Quarterly Reporting; Photography; Annual Reports
Tech Stack: Salesforce/Galileo, Pardot, Seismic, Microsoft 365, Drupal, +
Results: Successfully implemented new sales enablement tools and processes for all Private Client portfolio managers; Automated month-end and quarter-end performance reporting documentation; Implemented new communication protocol for GDPR requirements; Redesigned the global website on Drupal.
- ❑ Volunteer, Boys Hope Girls Hope
- ❑ Volunteer, Volunteers for Outdoor Colorado
Senior Project Manager, Planit Advertising - 10/2013–3/2014
Responsibilities: Account management; Project management, RFPs, Team manager
Client Accounts: Royal Building Solutions, AGCO, MyLittleBird, +
Deputy Program Manager, NASA, Communications Support Service Center - 8/2009–8/2013
Responsibilities: Multimedia project management; EBook program management; Daily operations management; Budget planning; Customer service oversight; Hill support
Results: Rebid and won ~\$25M 8(a) small business contract. Much of the contract's focus was on public outreach and STEM educational efforts; NASA Customer Service Group Award; Multiple Gold and Silver Communicator Awards for projects spanning Space Communications, Earth Science, Spinoffs, and the Shuttle Retirement.