ADAM DANIEL WEISS

GLOBAL EVENTS, TALENT MANAGEMENT AND EXPERIENTIAL MARKETING PRODUCER

CONTACT

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OVERVIEW

Creative and collaborative professional with years of global experience in events, experiential marketing and brand development for the technology, entertainment, and CPG industries.

An award-winning self-starter with a proven track record of success in meeting client's needs and delivering measurable and memorable results.

CLIENT HIGHLIGHTS

Samsung • Google
Spotify • Tesla • Harrods
Cirque Du Soleil • Virgin
Pirelli • Rémy Martin
Evian • Peroni • JSX Airlines
Coca-Cola • Crocs
Mercedes-Benz
Norwegian Air • WebMD
The Wall Street Journal
Maybelline

EDUCATION

Indiana University
Bachelor of Science
Management, 2002

AWARDS

2016 IAB MIXX Gold Award
2016 IAB MIXX Bronze Award
2017 One Show Merit Award

EXPERIENCE

2009-Present

Principal / Head of Events — ADW EVENTS, LLC

• Founder of activation and creative ideation firm specializing in immersive events, weddings, private activations and product launches and virtual conference production for clients including Google, Spotify, Norwegian Air, Samsung, and others
• Collaborated and freelanced with multiple agencies on an array of talent management and production needs for entertainment events for talent including Miss Universe (Bangkok 2018, Atlanta 2019, Eilat, 2021, New Orleans 2022), MTV Video Music Awards (NYC 2019), Latin Grammy's (Las Vegas 2018), VidCon (Anaheim 2022) and more
• Partnered with event, experiential, and PR firms to work on in-person and virtual events and conferences and press junkets for the pharma and entertainment industries, providing project and talent management, database documentation and platform execution

2006-Present

Experiential and Talent Manager — OW! PRODUCTIONS

• Freelance Producer, on-site manager, press and VIP wrangler for 17 seasons of New York Fashion Week and other events for clients including Adidas, Kanye West, Mercedes, The Wall Street Journal, and others
• Team lead for WSJ Magazine's Innovator Awards for 11 years, working as PR liaison between celebrity talent and journalists to ensure placements while handling top tier talent including Madonna, Kim Kardashian, Daft Punk, Brad Pitt and more at this exclusive annual private event
• Production lead on all scheduling, contracts, and staffing for Maybelline for New York Fashion Week activation, inclusive of budget management, designer relations and internal PR communications

2018-2019

Head of Events — QUINTESSENTIALLY

• Department head for the US representing this global HNW/UHNW lifestyle management agency
• Managed all aspects of team budget, resources, staffing and day-to-day needs while working directly with the CEO and Head of Agency on new business projects in NYC and London as part of the Sr. Leadership Team
• Worked with corporate and private clients including LVMH, Facebook, HSBC and private clients in the US, Greece, and Mexico

2017-2018

Director, Experiential Projects — MISSION MEDIA

• Lead producer on several large events for such clients as Tesla, L'Oréal, Virgin Racing with Sir Richard Branson, Peroni and others at this London-based communications agency with budgets ranging from $100K to $1.7M
• Producer of high-profile V Magazine event honoring Karl Lagerfeld helping to relaunch The Standard Highline as a fashion, nightlife and entertainment destination which garnered over one Billion media impressions globally
• In-house event producer, planning all agency programming including office launch and team building events

2015-2017

Senior Producer — McKINNEY / CHEIL

• Produced activations ranging from large-scale installations at trade shows with nearly 200,000 attendees, to intimate dinners for the C-Level executives with budgets up to $2M in the US, Canada, Norway, Brazil, and Spain at this mid-sized global advertising agency
• Lead on campaigns for Crocs and Norwegian Air, co-led activation for Samsung with the NBA at 2016 Rio Olympic Games and led operations on projects utilizing newly launched Samsung technology products including mobile, VR and gyroscopic elements at the Consumer Electronics Show (2016, 2017) from concept to creation
• First employee to bring in new business (Norwegian Air) to the agency in nearly 18 months

2013-2014

Creative Director — THE POINTS GUY

• Executive tasked with content production, collateral and handling all partnerships for this travel website while managing Social Media programming seeing engagement grow over 600% in less than 10 months as well as leading all event and marketing initiatives within the United States
• Handled several key aspects of website redesign, brand app development (placing it in the Top 20 Apps in the Apple App Store) as well as web-based video series and all event collateral and presentation items