

ADAM DANIEL WEISS

GLOBAL EVENTS, TALENT MANAGEMENT AND EXPERIENTIAL MARKETING PRODUCER

WORK EXPERIENCE

PRINCIPAL / HEAD OF EVENTS

ADW Events / 2009 - Present

- Sole proprietor of activation and creative ideation firm specializing in immersive events, private activations and product launches and virtual conference production for clients including Google, Spotify, Norwegian Air, Samsung and others
- Partnered with experiential and PR firms to work on COVID-safe virtual events and conferences using Zoom and Engagez as platforms for conferences and press junkets for the pharma and entertainment industries, providing project and talent management, database documentation and platform execution
- Collaborated with other firms on a vast array of events including Miss Universe (Bangkok 2018, Atlanta 2019), MTV Video Music Awards (NYC 2019), Spotify Latin Grammy's (Las Vegas 2018) and more

FREELANCE PRODUCTION MANAGER

OW! Productions / 2006 - Present

- Freelance Producer, on-site coordinator, press and VIP wrangler for 17 seasons of NY Fashion Week and other events for clients including Adidas, Kanye West, Mercedes Benz, The Wall Street Journal and others
- Team lead for WSJ Magazine's Innovator Awards for 8 years, working as PR liaison between celebrity talent and journalists to ensure placements while handling top tier talent including Madonna, Kim Kardashian, 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

HEAD OF EVENTS

Quintessentially / 2018-2019

- 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 clients including LVMH, Facebook, HSBC and private clients in the US, Greece and Mexico

DIRECTOR, EXPERIENTIAL PROJECTS

Mission Media / 2017-2018

- 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 media and communications agency with budgets ranging from \$100K to \$1.7M
- Producer of high-profile event for V Magazine honoring Karl Lagerfeld helping to relaunch The Standard Highline as a fashion, nightlife and entertainment destination which garnered over one billion public relations impressions globally

SENIOR PRODUCER

McKinney / 2015-2017

- Produced activation events 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 advertising agency
- Lead on campaigns for Crocs and Norwegian Air, co-led activation for Samsung with the NBA at 2016 Rio Olympics 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
- Became the first employee to bring in new business (Norwegian Air) to the agency in nearly 18 months

CREATIVE DIRECTOR, FREELANCE

The Points Guy / 2014

- 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
- 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

CONTACT

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WHO AM I

Creative and collaborative professional with years of global experience in events, experiential marketing and brand development.

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 - Peroni - Google
Spotify - Tesla - Harrods
Cirque Du Soleil - Virgin
Pirelli - Rémy Martin
Coca-Cola - Groupe Danone
Mercedes-Benz - Crocs
Norwegian Air
The Wall Street Journal
Maybelline - WebMD

NOTABLE PROJECTS

Summer Olympic Games
US Open - NY Fashion Week
Miss Universe - MTV VMAs
Consumer Electronics Show (CES) - Tony Awards
Tribeca Film Festival
South Beach Wine & Food Festival - Z100 Jingle Ball
WSJ Magazine Innovator Awards

EDUCATION

Indiana University
Bachelor of Science,
Management 2002