

ADAM DANIEL WEISS

GLOBAL EVENTS, TALENT MANAGEMENT AND EXPERIENTIAL MARKETING PRODUCER

1.917.859.3053 Adam@ADW-Events.com

Award-winning professional with extensive global experience in events, experiential marketing, and brand development across the technology, entertainment, and CPG sectors. Known for collaborative approach and creativity. Proven track record in meeting diverse client needs and delivering measurable, unforgettable results.

Specialized in intimate social gatherings, high-profile influencer events, and large-scale corporate affairs.

Experience

Executive Director

2009-Present

ADW Events LLC

- Founded activation and creative ideation firm specializing in immersive events, weddings, private activations, and product launches for clients including Google, JSX Airlines, Spotify, Norwegian Air, Samsung, and others
- Most recently executive produced and led all aspects of a multi-sensory speakeasy reception experience as part of an annual employee conference for global advertising technology firm
- Collaborated and freelanced with multiple agencies on an array of talent management and production needs for entertainment events for talent including Miss Universe, MTV Video Music Awards, Latin Grammy's, VidCon
- Demonstrated global reach by executing and/or managing events in 8 countries, including multiple international live television broadcasts
- 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

Current/Former Freelance Partners: TXG (The Experiential Group), Hit Play, NVE Experience Agency, Hudson Gray, Invisible North, Miss Universe Organization, DRiVE Entertainment Group, InVision Communications, The Event Studio, MAS Event Design, Summit Group, Target10 Marketing

Experiential and Talent Manager (Freelance)

2006-Present

Onotaro Wixom Productions

- Freelance producer, on-site manager, press and VIP wrangler for 18 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 high net worth 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

Director of Events

2018-2019

Quintessentially

- Department head representing this global HNW/UHNW lifestyle management agency, overseeing team operations, day-to-day needs resource allocation and budget management as part of the Senior Leadership Team for 10-member group within US headquarters
- Closely collaborated with fellow senior leadership on new business initiatives in NYC and London, working on new contributing to the agency's growth trajectory
- Managed a diverse portfolio of corporate and private clients, including LVMH, Facebook, and HSBC, across multiple geographical regions including the UK, Greece and Mexico
- Delivered bespoke event solutions tailored to each client's unique preferences and requirements, solidifying long-term partnerships and driving revenue growth.

- Developed and presented high-impact business proposals and budgets for prestigious clients, showcasing the agency's capabilities and securing projects worth upwards of \$2M

Director, Experiential Projects

2017-2018

Mission Media

- Led the successful execution of events for clients including Tesla, L'Oréal, and Virgin Racing/Sir Richard Branson while managing budgets ranging from \$100K to \$1.7M.
- Leveraged strategic partnerships and innovative event concepts to deliver memorable experiences that exceeded client expectations for this London-based communications agency (now dba at Troika Media Group)
- Produced a high-profile V Magazine event honoring Karl Lagerfeld, which played a pivotal role in relaunching The Standard Highline as a premier fashion, nightlife, and entertainment destination. Generated over one billion media impressions globally, solidifying the venue's reputation and attracting elite clientele
- Managed all in-house event programming, including office launches and team-building initiatives, fostering a collaborative and inclusive company culture

Senior Producer

2015-2017

McKinney / Cheil

- Directed activations spanning large-scale trade show installations to intimate executive dinners across diverse global locations, managing budgets up to \$3M for this mid-sized global advertising agency.
- Delivered seamless brand experiences for clients such as Crocs, Norwegian Air, and Samsung, leveraging innovative technology and creative concepts to provide immersive experiences
- Led the successful integration of Samsung technology products into experiential campaigns, including mobile, VR, and gyroscopic elements. Spearheaded operations at high-profile events such as the Consumer Electronics Show, showcasing the brand's cutting-edge offerings and driving consumer engagement.
- Co-led activation for Samsung with the NBA at XXXI Summer Olympic Games in Rio De Janeiro (2016)
- Played a pivotal role in securing new business for the agency, establishing strategic partnerships with clients such as Norwegian Air and contributing to revenue growth after an 18-month period of stagnation

Creative Director

2014-2015

The Points Guy

- Directed content production, partnership management, and social media programming for a leading travel website, achieving a remarkable 600% increase in engagement within a 10-month period.
- Led strategic initiatives to enhance brand visibility and customer engagement across digital platforms
- Spearheaded website redesign and brand app development, catapulting the brand into the Top 20 Apps in the Apple App Store. Developed compelling web-based video series and event collateral, reinforcing brand identity and driving audience acquisition

Education

Indiana University – Bachelor of Science, Management – 2002

Awards & Relevant Skills

2016 IAB MIXX Award (Gold) – 2016 IAB MIXX Award (Bronze) – 2017 One Show Merit Award

Event Marketing and Production - Project Management - Client Relations - On-Site Logistical Strategizing Talent Management - New Business Development - Vendor Sourcing - Budget Building and Management

Client Highlights

Samsung - Google - Spotify - Tesla - Coca-Cola - Cirque Du Soleil - Virgin Racing - Delta Air Lines
 Pirelli - Rémy Martin - Evian - Peroni - JSX Airlines - Harrods - WebMD - Mercedes-Benz
 Norwegian Air - Maybelline - The Wall Street Journal - Ministry of Sound - EA Sports