



Adam Powell

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SUMMARY

- More than 15 years experience developing and marketing interactive products.
- Expert in creating organizational frameworks to optimize clarity and productivity.
- Veteran strategist adept at integrating mobile, web, and traditional media.
- Professional writer published by prominent media outlets.
- Entrepreneur quoted above the fold on the front page of The Wall Street Journal and in the New York Post, The San Francisco Chronicle, The Atlantic, and Reason Magazine; profiled in Wired Magazine, Slashdot, and ABC Nightly News; pictured on the cover of eCFO magazine.

EXPERIENCE

Vice President of Technology SupraNet Communications, Inc.

Madison, WI — 2011-2013

Key executive at managed Internet service provider. Increased revenue by 30% over 24 months. Managed technical aspects of Mad City Broadband acquisition and integration.

Director of Application Development Weather Central, Inc.

Madison, WI — 2005-2011

Directed development of online, on-air, and mobile applications delivering weather content to more than 500 businesses and millions of consumers internationally.

Director of Production The Onion, Inc.

Madison, WI — 2002-2005

Responsible for weekly production deadlines. Worked closely with editorial staff and marketing department to achieve business objectives.

CEO and Co-Founder Angry Coffee, LLC

San Francisco, CA — 2000-2002

Co-inventor of the first web-based peer-to-peer search engine. Prepared and analyzed financial projections, raised all funds, performed all marketing duties.

Technical Producer WebMD, LLC

San Francisco, CA — 1998-2000

Managed operation units servicing the launch of WebMD.com. Coordinated efforts by design, editorial and engineering departments.

Producer Wired Ventures, Inc.

San Francisco, CA — 1995-1998

Producer of heavily trafficked, trailblazing interactive products released during the formative years of the web. Wrote dozens of articles for Webmonkey and Wired News.

EDUCATION

University of Arizona

Bachelor of Arts in Philosophy — 1988-1992

Golden Key National Honor Society, full scholarship 1989-1991.

University of Wisconsin-Madison

Additional coursework towards major, 1989-1992.

SKILLS

- Writing and editing
- Social media
- SEO
- Online marketing
- Public relations
- Online advertising
- Creative direction
- Product management
- User experience
- Web development
- LAMP stack
- Mobile applications development
- Budgeting
- Project management
- Public speaking
- Mentoring
- Strategic planning

REFERENCES

“Adam and I worked together during a chaotic time at The Onion. Early in the history of The Onion's online presence, the web department was a loosely organized and overworked adjunct to the print design department, and I relied on the knowledge and independence of that team to help move development of the site forward. Adam brought tremendous passion, intelligence and problem solving ability to this less-than-ideal circumstance, and never let frustration or unprofessionalism get the best of him during trying situations. The Onion could not have enjoyed its early success without Adam's dedication and hard work.”

—**Andrew Welyczko, Creative Director of The Onion, Inc.**

“Adam made my job easy, I always knew that his work would be done and done better than we needed. In a chaotic environment, Adam was a razor sharp beacon of calm. He thrived on details and was obsessed with user experience often using his mental intensity to bust down barriers to our success. Recommend him highly!”

—**Michael Weir, Senior Director at WebMD, LLC**

“Adam was my colleague for several years both at Wired Digital and at Angry Coffee. At both companies he demonstrated great ingenuity, skill, patience, and leadership, and as CEO of Angry Coffee Adam led with aplomb, deep maturity, and great empathy.”

—**Matthew Margolin, Editor at Wired Ventures, Inc.**