

Adam Powell

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SUMMARY

- More than 15 years of experience developing 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-

Supervise the network at managed Internet service provider. Oversee group of 10 network experts. Directed technical aspects of Mad City Broadband acquisition and integration. Helped to increase company-wide revenue by 30%.

**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 international customers.

**Director of Production
The Onion, Inc.**
Madison, WI — 2002-2005

Produced www.theonion.com and www.theavclub.com. Worked closely with editorial staff, design team, and marketing department to achieve business objectives.

**CEO and Co-Founder
Angry Coffee, LLC**
San Francisco, CA — 2000-2002

Co-invented the first web-based peer-to-peer search engine and built a company around it. 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

Produced 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

University of Wisconsin-Madison

Additional coursework towards Philosophy major — summers 1989-1992

SKILLS

- Writing and editing
- Social media
- SEO
- Online marketing
- Public relations
- Online advertising
- Creative direction
- Product management
- User experience
- Web development
- Budgeting
- Project management
- Public speaking
- Mentoring
- Team building
- 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 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.