

INTRODUCING CHRIS ADAMS



Chris speaks on a variety of topics including:

Innovation | Disruption
Entrepreneurship
Digital Media | Social Media
Storytelling
Digital Trends | Content
Trends | Investability

Chris Adams is an internationally recognised and experienced executive, digital strategist, consultant, speaker, author, Director and Advisor whose career has seen him at the forefront of the technology, entertainment, media and digital revolution for 25 years, including work with Facebook, Amazon, Participant Media, Comcast Cable & Interactive National Storage, Seven West Media, Sensis/Found Digital plus a number of ASX listed companies and a variety of start-ups.

As a speaker, Chris has given Keynotes, speeches and been a panellist for such companies and events as: Seven West Media, Sensis/Found Digital, Melbourne United, VidCon Australia, Digital Hollywood, CTIA, ideaCity, X-Media Labs, SunCorp, The Screen Producers Association of Australia (SPAA), The V21/AIMIA Conference, AIMIA Connect, TV 3.0 Conference, Opportunity Green Conference, OnHollywood, muruD (Telstra), The ABC, Ignite Australia, CMO Summit (US), CMO/CIO Conference (AUS), ceda, APP's NAB Enabling Technology Lunch Series, Family Business Australia and many others.

INNOVATION AND DISRUPTION DE-MYSTIFIED

Chris speaks often about innovation and disruption, giving his audiences an insight as to the nature of his experience and narrative. He offers stories and tips to help you and your organisation take the fear and jargon out of 'innovation and disruption', and just get on with the business of growing your business:

"When the Prime Minister of Australia says "innovate," everybody starts scrambling to do so. Blogs are read with voracity, 'Lean' and 'Agile' procedures suddenly enacted. Consultants are called. White Papers are written. 'Team Building' exercises take over Saturdays and the pace increases. Yet, after all the fervour and jargon-laden meetings, everyone sort of looks around and just wants someone to admit: "Hey, what are we actually doing here?"

The same goes for Disruption. What is it? Why do we need it? It all seems so messy and panicky and...unnecessary.

But Innovation and Disruption are necessary. They are also a part of life. We innovate all the time. We disrupt all the time. We just think that when it comes from the Prime Minister or a CEO or a famous Thought Leader, it's somehow different than what we are already are doing. We just need to find its relevance."

Chris Adams strips away the jargon, speaking in plain, accessible language, from his experience, about some of the most innovative and disruptive events from some of the biggest companies in the world with some of the most iconic leaders, such as:

- how Amazon defined itself early on and today that definition defines its success
- how Facebook went from a noun to a verb
- how an internet billionaire took on social impact in Hollywood and won with Participant Media

Examples of a variety of Chris's talks include:

Capital Pitch: www.youtube.com/watch?v=48D41ZWVd-0

CEDA & RiAUS: www.youtube.com/watch?v=oG5o3fTxDRM

muruD: www.youtube.com/watch?v=hU4239gE3hk

AIMIA: www.youtube.com/watch?v=QuG3HxRHJK4

Chris Adams Speaker YouTube Channel: www.bit.ly/chrisadamsyoutube

BIO

Chris Adams' career has included his working with and for some of the best-known companies in the world, a wide variety of start-ups, charitable endeavors, brands and thought leaders. Always at the nexus of disruption, innovation and engagement; whether as a media, entertainment, technology executive, Board Director, Advisor, digital strategist, speaker, lecturer or author, Chris prides himself on outcomes that result in change.

From being tasked to put video on Facebook (which resulted in the launch of the Share button) to helping Amazon and Hollywood work together, to helping to build Participant Media through its first slate of movies including: An Inconvenient Truth, Syriana, North Country, Charlie Wilson's War, Good Night, And Good Luck and more, Chris has been at the coal-face of innovation, disruption and the companies that define it.

Now living in Australia, Chris has sat on the Boards of ASX listed tech companies, works with ASX 200s to innovate and embrace digital, advised many start-ups and investor groups and firms to help them make the right decisions about their investment strategy.

Chris received his Masters of Fine Arts from The University of Southern California's School Of Professional Writing while simultaneously pursuing an MFA from their School of Film And Television. He received his Bachelor's of Arts in English Literature and Mass Communications from The University of Denver.

Facebook ex backs new Australian communications app Thred

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Thred executive director Chris Adams: "I just saw the potential immediately. When you know, you know." **Jessica Hromas**

