

Adam Walden (he/him)

Creative and results-oriented leader, passionate brand builder, marketer, and storyteller

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Experience

GitHub San Francisco, CA

Aug 2018 – Present

Vice President Corporate Marketing

Lead a global team responsible for the GitHub brand, campaigns, and events - helping to grow the community to over 100 million developers and support a \$1+ billion annual business.

- Launched the GitHub brand studio to ensure all marquee and campaign content is high-quality, consistent, and optimized for each channel and objective.
- Led the strategy, creative, and execution of GitHub's first national brand campaign, including the development of GitHub's new tagline, driving over 350M impressions.
- Managed relationships with creative agencies and media partners to develop and successfully execute a coordinated omni-channel campaign that drove an incremental 4.3M *quality* visits to github.com, 31% increase in free trials, and generated a 33% increase in qualified leads.
- Created video as core competency within the company, including the production of an updated "[What is GitHub?](#)" film to communicate value to key audiences, which delivered 500K+ organic views and 1,100 overwhelmingly positive comments in 30-days.
- Reinvented GitHub's event program into a competitive differentiator, driving over \$50M in sourced and influenced pipeline annually, while emphasizing diversity, and meeting ADA and MAS standards.
- Successfully mentored the events team through the challenges of moving to a virtual model during the pandemic - and then back to hybrid this year. Broadened viewership of GitHub's marquee event from 2,000 people IRL to adding over 65,000 registrations and 300,000 views for our first marquee hybrid program in 2022.
- Defined a virtual event content model that evolved YOY to anticipate customers' needs by creating short, nutrient rich, and engaging content that consistently surpassed expectations - ex. [2020 Keynote](#) and [What is DevOps](#).

Guides & Foster Oakland, CA

Oct 2017 – Aug 2018

Managing Partner / Consultant

Consulting practice for organizations in transition.

- Helped transform 75-year old sightseeing company [New York Cruise Lines](#) into a modern entertainment brand. Increased bookings an average of 18% in six-months by refining the positioning of six consumer facing brands to align with unique audience personas. Oversaw digital advertising, new website, performance marketing, social, PR, print and OOH.
- Increased value of average customer engagement for audio company Sound Made Public by ~50% through competitive research, sharpening value proposition, and evolving proposals.
- Improved effectiveness of digital advertising spend for DTC beverage company August Tea by ~10% through improvements to product message, landing pages and media mix strategy.

Deep Focus (an Engine Company) San Francisco / Los Angeles, CA

Nov 2014 – May 2017

President, DF West

Responsible for west coast P&L, operations, talent management, culture, strategy and marketing - oversaw a \$35M+ operating budget for this digitally led creative agency.

- Recruited, mentored and retained a west coast team of 100+ to ensure client delight, retention, growth and profitability. Created a company culture fostering collaboration, excellence and respect.
- Led geographically-dispersed teams to create bold and results-oriented programs and campaigns for Intel, J&J, Nestlé, Samsung, Ubisoft and The University of California.

General Manager, San Francisco

Guided all aspects of San Francisco strategy, operations and client services for this marketing and digital product development agency.

- Ideation, design and marketing of digital programs for clients including Blink, EA, GE, JP Morgan Chase, Panasonic, PayPal, Six Flags, Thompson Hotels and Vitaminwater.
- Managed external PR, Media, and Research teams.
- Recruited, hired and managed SF team of 25.

Pop-Up Magazine San Francisco, CA

Sep 2011 – Dec 2013

Associate Publisher (passion project)

Oversaw business affairs, revenue, sponsorship and strategic planning for this national event series that envisioned what a magazine would look like if it came to life on a stage for one night only.

Variety Worldwide New York, NY

Feb 2009 – Jul 2009

Acting President (consulting)

Launched branded entertainment / content development company founded in partnership between New York nightclub The Box and Chicago's Legacy Marketing Partners.

Current TV (sold to Al Jazeera America in 2012) San Francisco, CA

Jan 2008 – Dec 2008

Vice President Experiential Marketing

- Directed consumer and college marketing for Emmy award-winning television network founded by Vice President Al Gore (broadcast in 58mm homes globally).
- Successfully introduced the company to millions of new consumers through innovative cross-media initiatives, social networking strategies, word-of-mouth, viral / buzz campaigns, strategic partnerships and national event sponsorships.
- Created marketing strategies for television and online programming to drive viewership, user participation and cross-platform ad sales.
- Exposed Current to over 250,000 students per semester through curriculum integration and a 100-person campus ambassador program.

Gen Art New York, NY

1998 – 2007

President & Creative Director

Nationally recognized arts & entertainment company and marketing agency focused on connecting brands to young adults through film, fashion, music & art.

- Served as chief strategist and creative director, overseeing programs for Acura, American Express, Armani, Delta Airlines, Diageo, Hugo Boss, JetBlue, Nikon, Sony, Starbucks, et al.
- Executive produced hundreds of live events, including Beastie Boys, The Roots and Perry Farrell at the Sundance Film Festival, NY Fashion Week shows, and week-long film festivals.
- Recruited, led and inspired a geographically diverse team of 100+ FT employees and over 1,000 freelancers and volunteers.
- Served on the board of the Gen Art Foundation, a 501(c)(3) non-profit with a mission to provide business and educational resources to artists and burgeoning collectors.

Big Yellow Box Productions New York, NY

1996 – 1998

Co-Founder / Producer / Artistic Director

Produced and marketed theatrical and video productions, including promotional videos for MTV, Lifetime and VH1, short films and more than a dozen NYC live theatrical productions.

META Group Stamford, CT

1991 – 1996

Research, market assessment and consulting firm. Acquired by Gartner in 2005.

Director of Marketing 1994 – 1996

Director of Online Services 1992 – 1994

Chief of Staff to the President 1991 - 1992

SPEAKER

+ Commentator / Lecturer (Generation Next Forum, Future Trends Conference, NYU, et al)
+ Panelist (EMS, CES, SXSW, iMedia, Modern Marketing Summit, Cassandra Sessions)
+ Television appearances (CNN, CNBC, NBC)

INTERESTS

Running, Hiking, Cycling, Cooking, Travel, Art and Theater. Proud husband and father of two.

EDUCATION

Carnegie Mellon University. B.S. Industrial Management