



## ABOUT

Adam is a producer, maker and marketer, adept in creating compelling and authentic stories that connect, inspire, drive traffic, and increase brand equity. With 20+ years of cross-industry marketing, production and communications experience, Adam excels at messaging, branding, and bringing narratives to life (in front of and behind the camera).

## EXPERIENCE

*SURREAL* (Alpharetta, GA; 3/2020-present)

### **Co-Founder & CMO**

- Co-founded SURREAL, a metaverse platform-as-a-service (PaaS) for spatial engagement via photorealistic, multiplayer experiences, events, and activations.
- Developed a comprehensive brand strategy—from visual identity and value proposition to collateral and GTM—aligning SURREAL as a leader in metaverse, spatial computing and immersive internet with a pre-money valuation of \$66M.
- Positioned SURREAL as a thought leader in spatial computing and immersive internet technologies, attracting an impressive list of clients (Coca-Cola, Emirates, Sephora, Celebrity Cruises, Nissan, KPMG, the Atlanta Braves) and industry recognition (Epic MegaGrant, Metaverse 100 Awards 2022 & 2023, VEI 2021).
- Secured placements in Forbes, Fast Company, Fortune, Yahoo Finance and more, and led integrated cross-channel campaigns (social, email, events, PPC, press, etc.), to maximize visibility and engagement—driving user acquisition and market penetration.
- Formed strategic partnerships, alliances, and collaborations with key players across tech, AdTech, and immersive tech, such as Epic Games, AWS, Publicis, Streaming Global, VRYNT, Tableland and more. These alliances have not only expanded reach but also facilitated joint marketing efforts, enhancing overall market presence.
- Leveraged analytics and consumer insights to refine marketing strategies, optimize campaigns, and improve targeting—driving higher traffic, conversion, and ROI.

*ECHELON DESIGN, INC* (Chicago, IL; 9/2016-12/2020)

### **Executive Creative Producer**

- Led media and live event production (video, digital, events and experience design)—including sales, planning, budgeting, forecasting, staffing, logistics and execution.
- Hired and managed production crews (producers, DPs, directors, grips, sound, post, etc).
- Developed and marketed core offerings, both scripted and unscripted, including: 2D/3D animations, promo/product videos, testimonials/case studies, hosted narrative, etc.
- Helped Echelon grow customer base of SMB and Fortune 500 clients (Accenture, MSFT, Deloitte, JLL, Weatherguard) and revenue upwards of \$5M in less than 3 years.
- Managed client expectations, schedules, budgets, deliverables, and SOWs.
- Led messaging and ideation sessions with client to elevate brand awareness, underscore industry expertise and enhance core marketing.
- Drove creative teams, partners, and vendors to deliver unparalleled storytelling and amazing experiences across trade show exhibits, events, and digital engagements.

“A  
MARKETING  
GEEK  
ON THE  
HUNT  
FOR  
COOL  
BRANDS.”

- 12for12 on Amazon Prime



Helped  
SURREAL  
grow  
customer  
base of  
Fortune 500  
clients and  
revenues  
upwards of  
\$7.5M in less  
than 4 years.

- Promoted emerging marketing strategies, content, brands and thought leadership through the award-winning original show, **12for12.com**, streamed on Amazon Prime.
  - Successfully white-labeled the show to various enterprises and brands.

#### **ADAM VOSS PRODUCTIONS, LLC** (Rancho Mirage, CA; 7/2014-9/2016)

##### **Founder & Executive Producer**

- Launched an independent, boutique marketing agency to help clients create compelling commercial broadcast-level narratives to engage and connect with their customers.
- Delivered full-service video production and planning, including talent procurement and post-production services, with sales of over \$1M in the first year.
- Provided customizable offerings for live event emcee/hosting services across corporate events, special events, and private parties.
- Provided marketing consulting, messaging & branding sessions to Fortune 500 clients.
- Built Adam Voss Productions brand and managed client expectations, schedules, budgets, and deliverables.
- Produced and hosted various original episodic video series for clients.

#### **CENTURYLINK TECHNOLOGY SOLUTIONS** (Chicago, IL; 12/2013-3/2014)

##### **Senior Marketing Communications Manager**

- Developed innovative messaging and imagery to position key capabilities, value propositions and foundational offerings.
- Built a collateral catalogue and overview materials.
- Produced videos, thought leadership and webcasts (partnered with Gartner/Forrester) for use at conferences, online, and via social media.
- Aligned and maintained messaging and imagery for posting to social media.
- Drafted all marcom internal/external-facing communications and collateral.
- Developed and supported annual marketing communications plans.
- Created annual budgets in collaboration with marketing and practice area leadership.
- Supported RFP responses and managed client development programs.
- Engaged in research, analysis and competitive intelligence.

#### **ACCENTURE** (Chicago, IL, 11/2008-11/2013)

##### **Marketing Manager**

- Led marketing for the Accenture Mobility Innovations Centers—including internal/external messaging, training, collateral, media and launch events.
- Provided day-to-day account marketing support at Best Buy and Target.
- Managed internal strategy and content for Accenture's *Communications, Media & Technology (CMT) Operating Group* including campaign, assets and communications.
- Produced client communications, videos, webcasts and executive forums.
- Promoted Accenture's internal Diversity & Inclusion programs across CMT.
- Served on the Accenture's Global Convergence Forum (GCF) steering committee and developed the internal/external communications program.
- Provided Retail Industry event exhibition support, by producing and providing conference materials, arranging onsite support, and creating analytics tracking for the annual NRF "Big Show", RILA "Leadership Forum", RILA Mobility Summit.
- Drove marketing strategies and tactics for Retail's key alliance partnerships with Oracle, SAP and JDA, including all content creation, campaign execution, metrics and conference activations (e.g., Accenture Oracle Leadership Council, Oracle Crosstalk, Oracle Openworld, Accenture SAP Leadership Council, SAP Retail Forum).

- Executed the marketing and 'go-to-market' strategy for Retail's key Foundation Offerings, new software offerings and solutions.

#### **FOUNDER'S TRUST** (Los Angeles, CA; 7/2004-10/2008)

##### **Executive Director**

- Managed all day-to-day Charitable Division operations: accounting, budgeting, outreach, marketing, and development.
- Implemented and managed scholarship program, *Advanced Education through Achievement Program*, as well as *Teen Education Support Team* case management.
- Wrote and submitted Founder's Trust national, state and private agency grants.
- Developed *Friends of Founders Trust* direct mail fundraising program, as well as national and local funding events.
- Produced and designed foundational market position, including visual identity, value proposition, logo, email, website, brochures, videos, and collateral.
- Reported directly to the Board of Directors, created annual budget reports, board books, compliance reports, and all board meetings materials.

#### **CORNELL COMPANIES, INC** (Chicago, IL; 6/2003-7/2004)

##### **Special Projects Manager**

- Produced and designed marketing collateral, promotional materials, and giveaways.
- Managed Cornell's national tradeshow attendance and exhibition, as well as all special events and video production for the American Correctional Association.
- Wrote email copy for client marketing campaigns and national newsletter.
- Managed a National Marketing budget of more than 500K/year.
- Rolled out/managed ACT Software to develop and improve Cornell's CRM.

#### **EQUITY RESIDENTIAL** (Chicago, IL; 8/2000-2/2003)

##### **Marketing Coordinator**

- Created new promotions, copy, PowerPoint presentations, direct marketing campaigns and collateral for the largest apartment REIT in the United States.
- Created copy and collateral for the *Rent with Equity* program.
- Produced and wrote copy for leadership videos and national newsletters, *The Coast to Coast E-zine* and *The Mastermind Lab Report*.
- Wrote copy and assisted layout design for Acquisitions/Dispositions website.
- Managed 1999 & 2000 National Resident Satisfaction Survey and presentation copy.
- Managed production and design of closed Acquisition/Disposition monuments.
- Managed national collateral orders with vendors and Equity properties.
- Promoted loss control and safety awareness to over 1M residents per year, using newsletters, direct mail, email, and other marketing collateral.
- Created national holiday booklets, *Safe at Home: A Resident Awareness Program*, as well as national resident safety policies.

## **EDUCATION**

#### *Second City Conservatory*; Chicago, IL (6/2000-12/2000)

Improvisation Training

#### *University of Georgia*; Athens, GA (8/1998-6/1999)

M.F.A. Acting Program

*University of New Hampshire; Durham, NH (8/1993-12/1996)*  
B.A. Communications (Emphasis in Marketing/Mass Communications)  
B.A. Theatre Arts (graduated Cum Laude)

## CHARITABLE SUPPORT

Desert Cancer Foundation  
Family YMCA of the Desert  
American Cancer Society  
The Girlfriend Factor  
Misericordia Chicago  
Dudefest Chicago

## SPECIAL SKILLS

Fluent in MS Office software (Teams, Word, Excel, PowerPoint, Outlook), Collaboration tools (Slack, Monday, Asana, Trello, Wrike, Airtable, Dropbox, Google), MacOS software (Adobe Suite, iPhoto, iMovie, Keynote, GarageBand and Pro Tools). Extensive event emceeing, hosting and presentation experience. Intermediate Spanish speaker. Experienced on-camera and VO talent. Deft corporate and brand copywriter. Extremely organized, meticulous, self-motivated, creative and fun.

References available upon request. ©January 2024.