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Adam is an award-winning academic, serial entrepreneur, and experienced strategy consultant. He provides executive education and coaching in strategy, entrepreneurship, and innovation through the Center for Professional & Executive Development at the Fluno Center. Adam has co-authored three books on business models and entrepreneurship, and he has published more than 20 peer-reviewed articles and book chapters.

He was a strategy consultant with Michael Porter's Monitor Group, serving clients such as AT&T, Hewlett-Packard, Heineken, and the State of California. Adam co-founded four university spin-outs in the life sciences: Nerites Corporation, Stratatech Corporation, Virtual Incision Corporation, and Cellular Logistics. He served as CFO of all four ventures and interim CEO of two of the companies. He has served on organizational Boards and mentors entrepreneurs around the world.

Adam holds bachelors' degrees in Aeronautical Engineering and Quantitative Economics from Stanford University, an MBA from the University of Wisconsin-Madison, and a Ph.D. in Innovation and Entrepreneurship from Imperial College London.