Adam Hartung's remarkably consistent track record is built on applying his two proprietary frameworks for predicting business success; The Phoenix Principle and the Status Quo Risk Management Playbook. His keynote presentations and workshops make trends clear and help audiences chart a successful course to a more profitable future in our fast changing world.

Adam has been the No. 1 Leadership columnist for Forbes.com since 2009, written a quarterly column for CIO Magazine since 2010 and been a contributing editor for the International Journal of Innovation Science since its founding in 2008. His columns have boldly predicted highly unexpected declines for market leaders such as Tribune, Sears, and Research in Motion years before anyone else.

For two decades, Adam's accurate forecasts about market shifting trends and his predictions for industry leading corporations has made him a frequent press interviewee regarding Apple, Microsoft, HP and other tech companies, as well as the automobile, media and retail industries. His insight to business growth and overcoming organizational obstacles have been featured in *Inc*, *Adweek*, *Washington Times* and on BBC television.

Since 2004, Adam has been CEO and Managing Partner of Spark Partners, a strategy and transformation consultancy. In 2010, Adam became the founding CEO of Soparfilm Energy, a corporation that invested early in fracking for oil and gas production. Additionally, Adam has been on the Board of Directors at several successful privately held companies, including Crosfield Electronics and Benchmark Technologies in the U.K., Biometric Access Corp. and Apex Interactive and in the U.S. Adam provides board advisory services and is a certified Fellow in th...

Testimonials

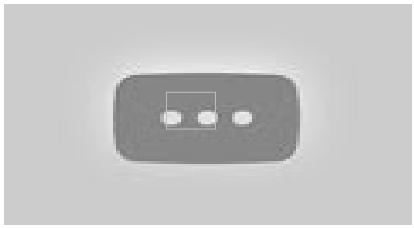
Adam presented practical, actionable viewpoints to our management team. Using a combination of examples and specific to-dos, he explained how we can avoid a lock-in mindset that has resulted in the downfall of many a company! His engaging style made it easy for our team to internalize the concepts.

- Corporate VP, Home — Networks Mobility, Motorola, Inc..

Adam is a dynamic speaker with his pulse on strategies for a fast evolving global world. His presentation fired up our teams with real world examples and exceeded our expectations. The message to prevent 'lock-in' to our strategies and push the envelope in new areas where we can see opportunity was perfect for our leadership conference. Everyone should read his book.

- VP and Chief Marketing Officer, Kennametal Inc.

Adam Hartung

Speech Topics

- Technology
- Leadership
- Innovation
- Disruption
- Change