



Mark Adams

Senior Vice President and Head of Innovation at VICE Media

Mark Adams Vice President and Head of Innovation at VICE Media, keynote speaker on digital inclusion and expertise. He created the very first digital consultancy for celebrities and for people in the public eye in 2003. He quickly became known as the go-to digital guy for many Hollywood A-listers. When the business was acquired by William Morris Endeavor, the world's biggest talent agency, Mark was appointed as the very first Chief Digital Officer in the entire entertainment industry.

Mark's biography

About Mark Adams

After leading the digital transformation of more than a hundred entertainment brands and public personalities – from Usher and Lady Gaga, through to Barack Obama and Buckingham Palace, Mark established a brand new company to apply this experience and to innovate in digital transformation for B2B brands.

The company was acquired by Vice Media in 2015 and Mark became Senior Vice President and Head of [Innovation](#). At Vice he was a big part of the drive from being a print magazine to a multi-billion dollar media group – all whilst along the way picking up Emmys, Cannes Lions awards and an Oscar nomination!

Currently Mark chairs the Digital Leadership Council bringing together some of the very best digital minds to answer questions submitted by the public. So far more than three thousand problems and queries have been addressed by the council's experts. Today Mark is on a mission to democratize [digital transformation](#) and has travelled to more than a hundred countries and digitally up-skilled tens of thousands of people. Delivering fun, provocative keynotes and workshops he introduces the system of techniques he has used to transform the world's most powerful companies and celebrities.

In 2019 The Guardian described Mark as 'one of the people who are changing our world and helping to boost [economic growth](#)'. He is one of the 'Silicon 60 Global Tech Entrepreneurs,' one of 'The Most Influential Londoners' and celebrated on 'Debrett's Top 10 Digital Listings'.

Mark Adams speaker is available for both live, face-to-face events and virtual webcast presentations.

Mark's talks

- **What celebrities and pop culture brands know that commercial brands don't**
- **How to brand build in the modern age**
- **How to get young people to give a damn about you**

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