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Adam has 20 years of experience as a strategy consultant, investor and entrepreneur. He began his career as a consultant with the Boston Consulting Group, where he provided strategic and operational consulting to Fortune 1000 companies. He later joined Sanford C. Bernstein & Co., where he was an equity analyst covering the media and publishing sectors. He then served as CEO of Excentia, a venture-capital backed e-learning and corporate training company that he co-founded. Immediately prior to joining Penfund, Adam was an investment professional at Imperial Capital, a mid-market oriented private equity fund.

Adam has a BA from McGill University and an MBA from the Wharton School.