

# TONY ADAMS

MBA



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## EXECUTIVE SUMMARY

Results-oriented executive with proven record of leading high-performing teams across public and private companies, private equity, franchises, and non-profits. Skilled in creating and executing measurable strategies that drive growth, optimize efficiency, and reduce costs. Experienced in automation and operational improvement with award-winning outcomes. Dedicated to deliver exceptional client experiences. Decorated U.S. Army Veteran.

## KEY SKILLS

Leadership	Innovation	Operations	Customer Experience	Franchising
Marketing & Sales	Technology & AI/ML	Growth Strategy & M&A	Software Engineering	Private Equity

## EXECUTIVE & FOUNDER EXPERIENCE

### PRESENGAGE (AI CO-PRESENTER STARTUP) • Littleton, CO

#### CEO, Founder

2025 – Present

Develop audience engagement technology powered by AI & SMS for in-person, virtual, and recorded presenters.

- Leverage AI to create frictionless, remarkable audience experiences in 100+ languages globally.

### TRUVISORY (TECHNOLOGY & CONSULTING FIRM) • Littleton, CO

#### CEO & Chief Results Officer, Founder – Business & Technology Consultant

2018 – Present

Consult and implement sales/marketing, client experience, and technology strategies in businesses and franchises.

- Led customer experience initiative for RE/MAX World Headquarters. Developed business dashboard app. Reduced a client's 12-person call center wait times from 45 min. to 20 sec. SBA Veteran-Owned Certified.

### AREA 15 VENTURES (PRIVATE EQUITY FIRM & MULTI-BRAND FRANCHISOR) • Castle Rock, CO

#### President & Chief Technology Officer, Chief of Staff

2022 – 2024

Accelerated merger and acquisitions with significant growth by leveraging strategic operations and technology.

- Added 500+ Locations in development in under 2 years. Doubled Same-Store Sales. Zapier award winner.

### MOTTO MORTGAGE PLUS (MULTI-STATE MORTGAGE LENDER/BROKER) • Houston, TX & Denver, CO

#### Chief Operating Officer – Recognized by Fortune & Great Place to Work

2020 – 2022

Led operations, training, marketing, and IT for a multi-state correspondent lender/broker with 20 Loan Officers.

- Developed a platform that Tripled processor output, enhanced client experience, streamlined communication, and automated marketing. Created pre-approval app. UWM innovation award winner.

### ENERGIZE COLORADO (COVID RESPONSE LED BY GOVERNOR/TECHSTARS FOUNDER) • Denver, CO

#### Chief Operating Officer & Head of Operations, Founding Team Member

2020 – 2021

Led operations for a 200+ volunteer organization. Spearheaded marketing, technology, partnerships, & workflows.

- Deployed \$25M in Grants to small businesses in 9 months. Automated marketing and Slack workflows.

### RE/MAX & MOTTO MORTGAGE WORLD HEADQUARTERS (TOP 10 FRANCHISOR) • Denver, CO

#### Head of Recruiting, Retention, and CX – Business Growth Consultant

2016 – 2018

Directed multiple teams and operations to develop global strategies, driving corporate and franchise growth.

- Supported the go-to-market strategy for a \$20M startup franchise, achieving 100+ franchise sales in two years. Vetted \$40M technology company acquisition. Led design, implementation, go-to-market strategy, adoption, and improvement of marketing initiatives, apps, and SaaS products to a Network of 120,000+.

### VETERANS OF FOREIGN WARS (VFW) POST 1 (FIRST VFW FOUNDED IN 1899) • Denver, CO

#### Chief Information Officer & Chief Financial Officer

2013 – 2016

Accountable for all organization financial matters as well as technology, marketing, recruiting, and compliance.

- Revamped a legacy organization featured in The New York Times. Built online application platform.

### DO THE BANG THING SALON (PREMIUM HAIR COLOR/CUT SALON) • Denver, CO

#### Chief Operating Officer & Chief Marketing Officer, Co-Founder

2011 – 2020

Led marketing, finance, technology, pricing, and strategy for one of the fastest growing hair salons in Denver.

- Top 250 Private Companies to work for by Colorado Biz Magazine. Migrated to an API based POS/CRM.

## EDUCATION & MILITARY EXPERIENCE

### GALVANIZE • Denver, CO

#### Software Engineering & Web Developer Immersive

2018 – 2019

### UNIVERSITY OF DENVER • Denver, CO

#### Executive Master of Business Administration 4.0 GPA

2015 – 2018

### UNIVERSITY OF DENVER • Denver, CO

#### Bachelor of Science • Biochemistry & Biology 3.75 GPA

2011 – 2014

### UNITED STATES ARMY • Worldwide

#### Infantry Team Leader & Combat Medic

2007 – 2011