

ADAM J. KERPELMAN

410-952-5544 [Website](#) | [Linkedin](#) | adam.kerpelman@gmail.com



EDUCATION

Southwestern Law School, Los Angeles, CA – JD – May 2016

University of Virginia, Charlottesville, VA – BA – May 2005

SELECTED EXPERIENCE (Please Review Linkedin for Full History)

Assistant Prof. | University of Virginia - McIntire School of Commerce; CHARLOTTESVILLE, VA - 2025-PRESENT

Lecturer | University of Virginia - McIntire School of Commerce; CHARLOTTESVILLE, VA - 2023-2025

Entrepreneurship, Information Technology, Product, and Generative AI Instructor with a focus on practical business skills and innovation for a classes of 50+ students. Designed and taught classes on information technology, product and project management, digital tools, startup fundamentals, market analysis, and business model development. Emphasized hands-on learning through case studies and interactive workshops. Provided feedback on student projects, encouraging creative problem-solving. Kept abreast of emerging trends in entrepreneurship and information technology, integrating current technologies and examples into lectures.

Assistant Director of Student Entrepreneurship | University of Virginia; CHARLOTTESVILLE, VA – 2025-PRESENT

Led strategic initiatives to foster a vibrant, student-centered entrepreneurial ecosystem at The Foundry, UVA's cross-campus hub for innovation and venture creation. Designed and delivered high-impact programs including pitch competitions, bootcamps, speaker series, and the university-wide Entrepreneurship Cup. Provided mentorship and one-on-one venture support to student founders. Directed The Foundry's communications and product development strategy, including content production (podcasts, blogs, webinars) and community engagement across owned digital platforms. Cultivated key relationships with faculty, alumni, regional entrepreneurship partners, and peer institutions.

Research Fellow & Fractional CMO | The AI Responsibility Lab; REMOTE – 2023-2024

Marketing leader for growth stage startup & think tank. Developed and executed go to market strategies for brand and B2B SaaS platform in the AI space. Drove growth and built brand identity. Focused on data-driven marketing, education, lead generation, and content marketing. Attracted and retained customers while positioning the company as a thought leader in AI Responsibility. Conducted research on AI in marketing, media, and law. Leveraged research into strategic execution, content creation (written, video, and podcast.)

VP of Marketing | NetWise (Acquired by Dun & Bradstreet); REMOTE – 2020-2023

Hire number 12 at B2B data startup. Stood up marketing department. Developed data-driven PLG go to market strategy for enterprise B2B data product and SaaS platform. Hired and managed marketing team members across demand generation, content, and events. Built out traffic attribution systems, established performance benchmarks, tracked and reported on progress. Mentored associates and developed internal talent through education. **Notable:** 300% YoY traffic grow. 40% YoY revenue growth. Acquired by Dun & Bradstreet Nov. 2021.

Founder, CEO | Juris; REMOTE – 2016-2020

Founded and ran a Web 3 legal tech startup focused on dispute resolution and consumer facing legal tools. Developed and executed cross-channel go to market and branding strategy for multiple products. Wrote protocol white paper and guided development of product. Raised funding, recruited team, educated associates. **Notable:** Selected for Harvard Advanced Leadership Initiative Project. Winner, Harvard Business School "Field X" pitch competition.

Founder, Consultant , Speaker, Podcast Host | High Fidelity Digital; REMOTE – 2014-PRESENT

Worked with clients and on internal projects to develop digital media strategies and produce content across multiple verticals. Developed and implemented scalable media production workflows, and digital marketing plans. Oversaw the development of targeted cross-platform branding packages including websites, social media, video, and print. Optimized client internal digital communications, automations, and workflows. Educated clients

and advisees on strategy, implantation, and methodology. **Notable:** ~22+ Million plays on Spotify for client Anchor + Bell. Produced 100+ Episodes of [Zengineering Podcast](#). **Speaker:** Harvard, University of Virginia, University of Southern California, ETH Denver, DAO Rush Week

CEO, Co-Founder | Kerplinq/Therapylinq; WASHINGTON, DC – 2011-2013

Founded and ran a software design and development company focused on building user friendly web and mobile experiences. Managed day to day operations on projects with teams from 3-5 members. Oversaw agency go to market, creative direction, designed user experience and user interface for applications and websites. Managed social media presence, and marketing for promotion of projects. **Notable:** Built “freeze” a location based roleplaying game (a la Pokemon Go.) Developed and built Therapylinq, “the Uber of psychotherapy.”

CEO, Founder | One Step Productions; LOS ANGELES, CA – 2006-2011

Founded and managed trans-media digital marketing company. Raised project funding capital. Directed teams of up to 30 people through the development, production, and post-production of cross platform projects including feature films, web series, commercials, music videos, and animation. Developed and managed company social media and marketing strategy. Mentored and educated associates to develop internal talent. **Notable:** Developed and produced the worlds first “trans-media” web series. Documentary “Put Up Your Dux” sold for distribution at Cannes Film Festival

HONORS

Member, Biederman Entertainment Law Clinic, 2016

Recipient, CALI Award for Mass Media Law, 2015

18 x Member, Division 1 NCAA All-America Team, University of Virginia Swimming, 2000-2004

28 x All-ACC Team Member, University of Virginia Swimming, 2000-2004

Recipient, Hardest Worker Award, University of Virginia Swimming, 2002

Recipient, Coaches Award for Leadership, University of Virginia Swimming, 2004

9 x Competitor, United States National Swimming Championships, 2000-2004, 2006

Competitor, United States Olympic Trials, 2004