Adam is the Founder & CEO of Profitably, Inc., the company responsible for Activecell. Initially managing the business side of the operation, Adam is now leading the technical effort for the product. He lives in and loves Montclair, NJ.

In addition to writing here, Adam can be found (mostly posting food) on Tumblr. He's sporadically and somewhat reluctantly on Twitter. You can find a formal CV on LinkedIn.

Adam keeps a very clean email inbox and appreciates your help in keeping it that way!

- github.com/adamrneary/
- adamrneary.tumblr.com/
- twitter.com/adamrneary
- www.linkedin.com/in/adamrneary

Adam Neary

A circuitous path to an engineering career.

2011

Founder & CTO at **Activecell**

A technical guy working alone

After the failure of Profitably as a product and the departure of the team, I took over product development myself as lead (and at first sole) engineer. I rebuilt an engineering team, and together we rebuilt the product from scratch as a series of libraries and services, almost entirely in coffeescript.

2010

Founder & CEO at **Profitably**

A business guy with a team of technical guys

My first truly entrepreneurial venture, Profitably was a crazy ride. We raised ~$1.5M, built a team of 6 in NYC, got a ton of great press and attention, and built a product that didn't deliver. Understandably, it crashed, leaving barely enough cash to salvage as Activecell (see above!).

2008

Vice President at
AlixPartners

A technical guy in a sea of business guys

I was a first responder on the Bernie Madoff Investigation, responsible for analyzing a few decades of financial skullduggery to determine what happened. I also built the models to consume the data and build a picture of what the victims were owed as part of the claims process.

2007

£

Director at **Concentra** (UK)

A business guy in a sea of technical guys

I helped launch and run the Business Intelligence team, which involved selling work, delivering the work, hiring the team, training, managing, and everything else that comes with P&L responsibility.

In the meantime, we grew the firm from 12 people to 64 in a year, bootstrapped and cash positive each month along the way.

2004

Manager at **A.T. Kearney**

A technical guy in a sea of business guys

I started as a junior analyst but was promoted through the ranks to Manager as a part of the firm's emerging Data team.

We grew the team from 14 to over 60 in my 3 year tenure, delivering very profitable work along the way.