

ADAM M. DOTSON

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SUMMARY

- Experienced investment professional, corporate strategist, and entrepreneur with track record in venture capital, financial transactions, international corporate consulting, and innovation consulting
- Direct experience working with C-level executives, Fortune 100 clients, and high-net worth individuals across the world.
- Deep left-brain/right-brain expertise with strengths in financial modeling, presentation development, strategic visioning, design thinking/execution, and client engagement. Comfortable in international environments. Multi-lingual.

EXPERIENCE

Additive+Group

Founder & President

New Haven, CT

Dec. 2011 – Present

- Founded startup and venture consulting business for fund-manager, corporate, startup clients
- Projects executed: Strategic Consulting, Fundraising Support, Digital Strategies, Marketing Campaigns, Presentation Development, Revenue Growth, Operations, Ideation
- Clients: Impact Capital Strategies (Strategy/Deal Support), Vital Capital (Fundraising), Lindi Skin (Digital)

SeventySix Capital / Artists & Instigators Ventures (Venture Capital)

Senior Associate

Philadelphia, PA

Jan. 2011 – Dec. 2011

Associate

Sep. 2008 – Dec. 2010

Investments

- Built complex financial models to value portfolio companies using DCF and comparable analyses
- Produced in-depth portfolio company analyses including due diligence, market sizing, comparable analyses, strategic positioning, and risk profiling for investments, both active and potential
- Acted as internal marketing consultant with start-up portfolio companies
- Contributed to the ongoing strategy of the firm through brainstorming, research, and presentation development
- Led creation of specific partnership proposals for strategic ventures

Operations, Marketing, Investor Relations

- Acted as marketing director, including completing marketing objectives and serving as contract for all external service providers
- Planned, strategized, and executed creation of all fundraising and IR materials (PowerPoint, collateral, video)
- Developed strategy and implemented pipeline for outbound communications (PR, social media, email campaigns)
- Oversaw undergraduate and graduate interns, used to augment and achieve marketing objectives

United Nations Environment Programme Finance Initiative (UNEPFI)

MBA Business Consultant: Temple University, Enterprise Management Consulting

Philadelphia, PA

Sep. 2008 – May 2009

- Collaborated with UNEPFI and leading insurance companies to develop a business case in support of sustainability principles in insurance industry underwriting and product development
- Presented research methodology to client and insurance representatives in London, UK (Dec. '09)

Humana, Inc. (Fortune 100)

MBA Infusion Intern: Employment Branding Strategist

Louisville, KY

June 2008 – Aug. 2008

- Interfaced between creative agencies and Humana corporate office to generate a full rebrand of Humana's High-Potential recruitment program, *Infusion*, including brand standards, videos, website, and print collateral

KOCH Industries (Petroleum/Energy)

MBA Business Consultant, Mergers & Acquisitions: Global Business Project

São Paulo, Brazil

Mar. 2008 – May 2008

- Consulting project researching the value chain of Brazilian ethanol, from sugarcane growth to ethanol export
- Coalesced data and offered strategic recommendations for possible M&A and/or investment opportunities

EDUCATION

Fox School of Business, Temple University

MBA: Finance and International Business (GMAT: 710 -- GPA: 3.93 / 4.0 -- Graduated #1 in class)

Philadelphia, PA

Aug. 2007 – Mar 2009

University of the Arts

MFA: Exhibition Design (GPA: 3.95 / 4.0)

Philadelphia, PA

Aug. 2005 – June 2007

Dartmouth College

BA: High Honors in French (GPA: 3.58 / 4.0 -- Top 35% -- Cum Laude)

Hanover, NH

Aug. 1999 – June 2003