

## Personal Information

Discourse ID:

[@hollanderadam](#)

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Name:

Adam Hollander

DOB:

June 16th 1983

Country of Residence:

United States of America

Educational Background:

BS, Business Management, Babson College, 2005

Professional Background:

Adam was Founder & CEO of a software company called FantasySalesTeam which was acquired by Microsoft in 2015. Adam worked at Microsoft until 2017 as their Director of Gamification; integrating his company into the multi-billion dollar Dynamics business.

In 2017 Adam joined medical education company, OnlineMedEd, as their 4th employee and COO. Adam helped grow the business to 100+ employees and through a \$25m VC fundraise in 2021.

Adam is a public evangelist for NFTs and the metaverse; having appeared dozens of times in the media to help educate the broader market. He also co-founded two sold-out NFT collections which he continues to run, Hungry Wolves & White Sands Game.

Adam is an avid member of Bored Ape Yacht Club as well as dozens of other NFT communities.

LinkedIn Profile: <https://www.linkedin.com/in/hollanas/>

## Nomination Statement

With the experience of running multiple successful companies, both in web2 and web3, I believe I can bring meaningful value to the ApeCoin DAO. As a passionate public evangelist for NFTs and the metaverse, I'm also well qualified to help improve DAO communication, which is an area that I believe needs vast improvement.

## Motivation

I've been unimpressed with many of the decisions & general lack of communication from the DAO over the last several months. There are those that complain from the sidelines and then others that are willing to invest to improve things. By throwing my hat in the ring to become a Special Council member, I'm doing the latter.

## Rationale

I've run several businesses and sit on multiple boards. I've sold a company to Microsoft, helped another through a \$25m VC fundraise, and have spent the last 18 months deeply immersed in NFTs and the metaverse.

I'm also a gifted communicator and have used that skillset to publicly evangelize our space through dozens of media appearances. Since communication is one of the areas I think the DAO needs to focus on improving, I believe I can add meaningful value here.

## Specifications

I've run multiple companies and sit on several boards. See prior sections.

## Concluding Statement

As someone with decades of experience running successful businesses and having spent the last 18 months focused on evangelizing and educating the broader market on NFTs and the metaverse, I believe I'm uniquely positioned to add value to the DAO. It would be an honor to help progress the \$APE ecosystem forward.