



Adam Joyce is a business catalyst, accelerant and revenue generating specialist. He helps lead companies with increased revenue, turnarounds, growth, expansion, differentiating their brands and engaging people – staff, customers and vendors. He builds and transforms organizations in ways that interact with the marketplace and achieve the business ambitions of shareholders and stakeholders.

Adam can lead and collaborate with the leadership, the teams, the customers, the vendors to re-imagine solutions to business problems. He works at breaking challenges down into components, charting pathways forward for success and empowering everyone to discover the best solutions that are not currently clear to the business. This assists the company to see their offering, their brand and their approach from a fresh perspective which appeals to clients and staff.

His unique approach to leadership processes, facilitation, thinking, marketing along with his business development and corporate development experience result in building customer success, solves current challenges, AND, opens new opportunities to expand and grow the value of the enterprise.

Adam's leadership has been recognized by many organizations for his innovation, strategy, collaboration, enrollment, brand building, community engagement, staff commitment and increases to revenue. Some of the organization's he's made a difference with include:

- Calgary TELUS Convention Centre
- Association for Corporate Growth
- ATB Financial
- Business Instincts Group
- Podium Ventures
- 4iii Technologies
- Airdrie Economic Development
- Appreciado
- About Staffing
- Airdrie District Soccer Association
- Heart and Stroke Foundation of Alberta
- BrokerLink

His ability to create business growth, expansion, sustainable recovery, brand differentiation and staff enthusiasm are special talents that he infuses into organizations which leave them much stronger and sustainable for continued future success.

3 Case Studies from Adam's Career

1. Calgary TELUS Convention Center – Adam was brought in to the company that had systemic issues which resulted in revenues that fell dramatically from 2012 to 2016, where the enterprise reached an all-time low:

- core revenue declined to \$13.5 million, from its 2012 high of \$16.7 million
- running an annual budget deficit
- disengaged staff and performance issues
- faltering brand in local, national and international markets
- limited international presence and economic impact for the City of Calgary

From 2017 to 2020 Adam achieved:

- core revenue booked for \$17.4 million and pre-covid forecasting to possibly reach \$19.4 million
- managed departmental budget surplus 3 years in a row
- rebuilt sales team and rejuvenated the event staff and established a marketing team
- overhauled and rebuilt the website and brand collateral
- opened a London, UK office to shore up the European / International market

“Adam is a business accelerator. In my experience with him, he has a unique approach to engaging people with a business offering that compels them to do business with organizations that he is associated with.” - Clark Grue, Former CEO of CTCC & Current CEO Rainmaker Global

2. The Association for Corporate Growth – Calgary – Adam took on Presidency of a labouring and nascent organization that was looking for growth and direction:

- scattered and diluted membership
- disengaged board
- one revenue source – membership
- incomplete staff
- no money in the bank
- reputational ambiguity

In 3 years Adam achieved:

- focused financial professionals and deal makers only in the membership – private equity
- turned over the board and established working committees
- initiated and chaired Capital Connection Events – additional sources of revenue
- hired 2 contract staff
- put over \$100,000 in the bank in savings
- expanded and created an Edmonton chapter
- was recognized as the fastest growing chapter in North America

“Adam has shown great leadership in building ACG Calgary into one of the top 10 fastest growing chapters in the world. His energy, determination and partnership ethic are defining traits of his leadership style.” - Robert Napoli, Director at Large for ACG North America

3. Business Instincts Group a start-up corporate development company with great ideas, energy and partners:

- ideating and looking for opportunities
- missing talent and staff to execute
- missing a governance model
- missing capital
- missing confidence

From 2011 to 2014 Adam achieved:

- raised over \$14 million in investment capital
- established 6 start-up companies in the portfolio
- hired 32 staff and created sales and investment teams
- established the senior leadership team and business process modelling
- introduced our company to investment bankers, private equity and financial professionals across Canada and the United States
- exited 2 projects valued over \$100 million in market cap

“Adam is committed to building teams and driving client value. Innovative, enthusiastic and candid describe Adam’s style and explains why he is effective at building community and momentum for what he is involved in.” - Cameron Chell, CEO of Business Instincts Group

Adam’s profile is available on LinkedIn at: <https://www.linkedin.com/in/adam-joyce-a08a/>

“Until I met Adam, I had never known anyone who could walk into a room and immediately radiate positivity the way he does. He has an incredible ability to lead, manage, inspire, and connect - all with the sole intention of helping people he is surrounded by, reach greatness. It’s an absolute pleasure working with him.” - Chett Matchett, Managing Director, People and Culture ATB Financial

AND most recently

“I am very grateful for the time Adam invested with my team and I. He facilitated us through an interactive discussion that produced actionable insights and adjustments in our virtual event that we implemented immediately. These changes resulted in greater connection and engagement with our clients that prompted them to say, “I can’t wait for our next session.” Adam respectfully challenged us to dive below surface level answers; created greater rapport between my team and I and his process, style and exercises allowed us to discover how we could better mesh with each participant. If you want better performance from your people and stronger connection with your audience such that it is all more engaging, memorable and valuable; engage Adam and discover if you’re a good fit to work together.” – Hamish Knox, President of Sandler Solutions Calgary