

Adam serves as Corporate Communications and Marketing Manager at Children's of Alabama, the state's only freestanding pediatric medical facility, where he is the point person for internal and external communications including web design and development, public relations and earned, owned and paid media.

From 1997-2002 Adam worked as a coordinator in the department. Prior to returning to Children's in 2003, Adam was the Public Relations and Marketing Manager for AAA-Alabama, where he helped launch the communications enterprise and served as the club's spokesperson on a variety of issues, most notably fuel prices, travel and AAA's community activities. Before that he was as the Sports Information Director at the University of Montevallo from 1996-97.

Adam earned his master's degree in education from Auburn University in 1996 and his bachelor's degree in communications from the University of Alabama in 1994. He worked in both schools' athletic departments as an undergraduate and graduate student. While a student he also wrote for several state newspapers and magazines on a variety of issues and topics.

Adam's professional memberships include membership in the Southern Public Relations Federation (SPRF) and Public Relations Council of Alabama (PRCA). He is a past president of each of those organizations and earned his Accreditation in Public Relations in 2004.

Adam is often asked to speak about healthcare journalism and privacy and media issues. Past speaking engagements include the Huntsville (Ala.) Rotary Club, public relations classes at the University of Alabama and University of Alabama at Birmingham, the Alabama Healthcare Executives Forum and the Public Relations Association of Mississippi. He is the author of one book, "Fields of Purple and Gold: The Illustrated History of Intercollegiate Athletics at Montevallo."

Adam was chosen as Practitioner of the Year in 2003 and Member of the Year in 2012 by the Birmingham Chapter of PRCA for his work at Children's. He named as an SPRF Senior Practitioner in 2006. He currently serves as one of two SPRF representatives to the Universal Accreditation Board (UAB) in 2014. His work has been honored by SPRF, PRCA, Alabama Healthcare Public Relations and Marketing Society and the International Association of Business Communicators.

He is active in the community and has served on the board of Shades Mountain Community Park and is a member of Green Valley Baptist Church. He and his wife, Natalie, live in Hoover with their sons, Jesse and AJ.

An avid history buff, Adam describes himself as "quite possibly the only man in Alabama who doesn't hunt, fish or play golf" and, when not working, can usually be found on a nearby field or court coaching one of his two sons' youth teams.