

Adam Olenn – Speaker bio

RUSTLE & SPARK



ADAM OLENN

Inspire, energize, and empower your audience to tell a compelling story that gets results. Entertaining, energizing, and enlightening, Adam doesn't just tell your audience how the magic works—he shows them how to do it.

Hi-rez photo: Adam Olenn

Credit: Jonathan Pitts-Wiley

BIO

In over 25 years of branding and marketing leadership, Adam Olenn has learned that the oldest form of connection, communication, and persuasion is also the most powerful—great stories. He and his team at Rustle & Spark have put this knowledge to work in service of clients around the world across four continents, from nonprofits to corporations, schools, and more.

With robust support from neuroscience, psychology, and behavioral economics, he teaches audiences of all ages why and how stories work—and how to harness the magic for themselves to drive sales, increase employee engagement, woo donors, and win over stakeholders.

Empowered with energy, empathy, and insight, every participant will emerge more confident in their ability to connect, communicate, and convince in their personal and professional lives.

Based in Rhode Island, Adam has earned rave reviews from Boston to Borneo. And with the rise of AI, he's determined to empower as many people as possible to be compelling, connection-building storytellers.



Brand bio

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For over 25 years, Adam Olenn has helped companies get to the molten core of who they really are and communicate clearly to the marketplace. Across sectors as diverse as health care, manufacturing, education, tourism, nonprofits, consumer brands, and more, his straightforward explanations of how branding really works have transformed companies on four continents. After two decades of working in agencies and institutions, in 2019 he founded Rustle & Spark—a boutique branding agency—to bring world-class insight to a wide range of businesses.

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