Adrian Parker

BIO

For more than two decades, Adrian Parker has helped global companies become iconic brands by transforming trust into results. He has led launches and turnarounds for world-renowned products like **Nike** footwear, **Apple** iPhones, **Grey Goose** vodka, **Patrón** tequila and **QuickBooks** software.

His track record as a champion for creativity, technology and equity earned him induction into the **American Advertising Hall of Achievement**. Today, Adrian is a start-up advisor, speaker and founder of consulting firm **Unfollow University**. Since 2022, he has partnered with organizations including **Michelin Tires**, **Amazon**, **Palo Alto Networks**, **IPG Media** and **Uncle Nearest Whiskey**.

Previously, Adrian was **Global Vice President of Marketing at Patrón tequila**, guiding the transformation from an independent U.S. business to a $7 billion global brand. During his eight-year tenure, Patrón grew revenue by 30%, expanded distribution to 120 countries, and scaled its marketing team from 20 to 100 employees.

Before entering the spirits industry, Adrian worked in technology as **Intuit's Global Head of Social and Mobile Media** and held leadership roles at **Kate Spade** and **Foot Locker**.

A graduate of Florida A&M University, Adrian also holds certifications in Entrepreneurship from Southern Methodist University and Executive Management from Harvard Business School.

Adrian and his wife, Alisha, have three children. He is an ordained minister who teaches at The Well Church Keller, a diverse faith community, and Adrian also partners with national organizations that empower emerging leaders of all backgrounds.

His reflections on courage, faith and fear-proof leadership can be found at AdrianDParker.com.

INTRO

Adrian Parker is a journalist turned marketer who has spent more than two decades helping companies like **Nike**, **Apple**, **Grey Goose, Patrón**, and **Intuit** transform trust into results.

The American Advertising Federation inducted Adrian into the **Hall of Achievement** in 2020 for his track record as a champion for creativity, technology and equity.

Previously, Adrian guided Patrón tequila's digital-first transformation into a $7 billion global brand – expanding to 120 countries, scaling to 2,000 employees and supporting the business through its successful acquisition in 2018.

Today, Adrian is the founder of **Unfollow University**, a company that equips organizations like **Amazon**, **Michelin Tires**, **Palo Alto Networks** and **Uncle Nearest Whiskey** with fear-proof habits that turn co-workers into community.

Please join me in welcoming **Adrian Parker!**