



## **ADAM Anderson**

I do big things with cool people.

### **Who should Adam be speaking to?**

Adam is an engaging and experienced professional speaker and is an effortless interview. He is happy to talk for hours or 10 minutes on his core message or to riff aimlessly about anything the host/interviewer/conference wants him to. Clients who are looking to create buzz in their audiences or communities of entrepreneurs can rely on Adam to combine wit, wisdom, and a healthy dose of humor to produce one of the best experiences their audiences have had.

## **Who is Adam and what has he done?**

Adam Anderson, author of “Fire Yourself, the Entrepreneurial Endgame” and co-host of the “Two Stones, One Bird” PODCast, is a cyber security and space entrepreneur who has been the advisor, founder and/or primary investor in over 30 startups. He sold his first cyber security company in 2018 and has made the transition from parallel entrepreneur to institutional investor. He is the founding father for the field of study PsySec (Psychological Security) and has written six books on business, cyber security, and psychology safety. He currently serves as the Chair of the Board for Hook Security and as Managing General Partner for Ansuz Capital.

And oh yeah, in 2019 he had his life threatened (humorously) by one of the 2016 Nobel Prize winners during a beach volleyball game on Necker Island. Don't worry, no one was hurt.

### **Who should Adam be working with?**

Adam spends his time working with the CEOs of companies he invests in and in helping entrepreneurship do good in the world. He gets the most engagement and produces the most value for entrepreneurs who are looking to grow their businesses by removing themselves from the day to day operations as well as those who are looking to make the jump into building investment funds.

# WHAT WILL ENTREPRENEURS GAIN FROM LISTENING OR SPEAKING WITH ADAM?

When asked to speak for entrepreneurs, Adam's preferred topic is to discuss the four phases of growing a business. He describes these phases as **To Me, By Me, Through Me, and For Me.** (Or as Eric Cartman from hit TV show South Park states – Startup, Cashin, Sell Out, Bro Down) The audience will learn the struggles of each phase, the work needed to be done to transition from one to the next, and why comparing yourself to other business owners can be a super unhealthy thing.

Adam also does many speaking engagements and panels on how cyber security and emerging technologies such as the space industry, block chain, NFTs & Smart Contracts, and virtual reality impact business and global economies.



## What is Adam's speaking experience?

Adam is a TEDx Speaker, has been a guest on almost 100 PODCasts, Advisory Board member for Space for Humanity, and has given talks from 100s of stages both as keynote and panel member to 1000s of people. He has been covered by Forbes, Grit Daily, and several other news outlets.

## How do I book Adam as a guest for my conference, PODCast, or retreat?

Simply go to [CEO2Owner.com/speaking](https://CEO2Owner.com/speaking) and book a short conversation with him to establish if there is a fit.

- I help** 7+ figure entrepreneurs connect with peers in mastermind groups and with adventure based networking
- I help** people who have capital and know where they want to deploy it build funds and not go to jail
- I speak** to groups and inspire change
- I do** limited one off consulting gigs focused on growth of companies and ideation of new opportunities