John Adams has spent 40 years at The Martin Agency, an award-winning advertising agency based in Richmond. The agency has been included on the Advertising Age “A-List” five out of the six years it has been published and most recently, the Martin Agency won an Emmy for an interactive documentary created for the John F. Kennedy Presidential Library and Museum.

Adams plays a key role on the team that continues to bring national attention to Martin, representing such brands as Discover Financial Services, GEICO, American Cancer Society, Walmart, Hanes, Kraft Foods and BFGoodrich.

Adams is an active leader both locally and nationally. He currently serves on the Board of Directors of the John F. Kennedy Library Foundation and the Smithsonian’s National Museum of American History. He is also a member of the Board of Trustees of Hampden–Sydney College and is chairman of the board of Virginia Commonwealth University’s Brandcenter. He has also served as rector of Longwood University and on the board of the Virginia Museum of Fine Arts. Additionally, Adams has been a board member of the American Cancer Society, The Virginia Historical Society, the Salvation Army, and the Boy Scouts of America.

A member of the Virginia Communications Hall of Fame, Adams lectures frequently on marketing and business issues throughout the United States.

Topic / The Advice I’d Give If I Were Inclined To Give Advice.

Descriptor / Martin Agency Chairman John Adams will share in forty minutes the most valuable things he’s learned in forty years.