

# RARE BREED

## ADRIAN FOLSOM

MARKETER

PROBLEM SOLVER

COMPETITOR

"Adrian, you're a rare breed. You're one of the few people who get the creative and vision but also understand and utilize the mechanical and data side. There are not many like you out there."

-Jesse DePinto

CEO and Founder, Frontdesk

DIRECT QUOTE FROM PERFORMANCE REVIEW



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 [adrianfolsom.com](https://www.adrianfolsom.com)

Gifted at seeing what's hidden and identifying the root of a challenge, then knowing what levers to pull. Leveraging data and the science of marketing to make informed and successful strategies. Passionate about leading and developing teams for their growth and the growth of the company. Fearless and undaunted by extreme asks and thin deadlines. Nothing is too big for me. **I MAKE THINGS BETTER.**

## HISTORY

### LAYER ONE 2023 - CURRENT

Director of Marketing

### POWERCODE 2017 - 2023\*

Vice President of Sales and Marketing

\*CONSULTED ON SOFTWARE PROJECT 2021-2022

### FRONTDESK 2021 - 2022

Director of Marketing

### PTERA 2012 - 2017

Director of Sales and Marketing

## KNOWLEDGE

### 2009 / WHITWORTH UNIVERSITY

MBA- Master of Business Administration

### 2006 / EASTERN WASHINGTON UNIVERSITY

BS - Computer Science /  
Business Technology

## WINS

**20 Under 40** - Catalyst: Inland Northwest Business Magazine (Population 2.2 million)

Led team at **Frontdesk** to achieve **highest eNPS** (employee net promoter score/satisfaction) in the company: 71 vs. 37 average.

**Frontdesk digital ROAS increased** from 3:1 to 10:1 in under a year.

**Ptera** subscription customer base **increased 400%** in less than 5 years.

Created and implemented a "Proven Process" for post-sales on-boarding for **Powercode**. This **reduced implementation time from 3 months to 1 month.**

**Frontdesk** direct booking revenue **increased by 73%.**

Designed, executed, and managed themed **Powercode** trade show experiences, including engaging booth presence and **gaining 35% lead increase.**

Brokered and managed an in-kind sponsorship between **Ptera** and Hoopfest\* that provided an emergency response/alert network for **significant advertising and brand placement.**

Led **Frontdesk's successful branding and product launch** of a new SaaS Levr.

\*The world's largest 3-on-3 basketball tournament.

## MY COLLEAGUES SAY

"It was an honor and privilege to work closely with Adrian when we both served on the board for Spokane Young Professionals. Adrian always demonstrated the ability to complete tasks promptly and lead colleagues in projects he had been tasked with. Adrian's acumen for tried and tested business and marketing principles as well as his commitment to evolving with new research and tactics was invaluable to our growth as an organization in membership and revenue generation. Adrian's ability to clearly define and achieve both mission and vision will be an asset to any organization."

-Stephen Brown, former President of Spokane Young Professionals

"Adrian is a confident creative who leads his team by example. He takes critique well and adjusts to accomplish goals while using data to make decisions. I enjoyed working with him and know any company he works for will be better off for it!"

-Sarah Cole, Direct Supervisor and former Chief Growth Officer, Frontdesk

## MICRO CASE STUDY : SCOUT BY FRONTDESK

**CHALLENGE:** Raise the quality and quantity of reviews left by guests of Frontdesk, a hospitality company with 600+ apartments listed on Airbnb, Vrbo, and Expedia.

**ISSUE:** The expectation from leadership was that my department would focus on advertising plus in-unit materials which were expensive and a logistical nightmare. After research and data deep dives I identified our biggest impact on negative reviews was in the check-in process.

**SOLUTION:** After some significant lobbying, I convinced leadership to let my team and me build a new check-in process which I branded Scout. Now at check-in, guests are sent a customized link to Scout, a sleek app-like user-friendly web page customized to each guest providing the details and directions. We immediately saw an increase in reviews, but most impressively we saw our overall portfolio rating rise from 4.2 stars to 4.7 stars. Ratings are the single most important factor in bookings on Airbnb.