

## Adam Sharp

Former Head of News, Government, & Elections at Twitter

Called “the human embodiment of Twitter” by *The New York Times*, Adam Sharp has forged a distinctive career of more than twenty years at the crossroads of technology, politics, and media. As Head of News, Government and Elections at Twitter from 2010 through 2016, Sharp led a team driving creative use of the platform by media brands, journalists, and political figures around the world. He was the longest-serving member of Twitter’s global media team and its most visible broadcast spokesperson, credited with helping Twitter become the global newsstand and political water cooler it is today. At Twitter, Sharp also helped partners find, understand, and connect with target audiences via data mining and social science. He discusses the intersection of technology and culture, how to understand new opportunities presented by technology, how to use new technological techniques to master old tactics, and the 21<sup>st</sup> century as the era of authenticity and connectivity. Adam Sharp is exclusively represented by [Leading Authorities speakers bureau](#).

On stage, Sharp reviews the impact new technological capabilities have on current events, citing unbelievable statistics to hammer home his belief that we cannot underestimate the role of platforms like Twitter in the creating social movements and driving purchasing power. Sharp looks at the way technology is remaking industries—if not replacing them altogether—forever altering the way we consume news, talk to one another, shop, think, and engage in public affairs. Sharp also offers pointers for organizations seeking to connect with their audiences and discusses how immediacy, relevance, engagement, and diversity of content must drive their agendas. He currently serves as President and CEO of the National Academy of Television Arts & Sciences.

Sharp got his start in Washington, DC as a journalist, holding leadership roles at NBC News and C-SPAN. His government career included work at “Ground Zero” after 9/11 and five years as a top aide in the US Senate. As Deputy Chief of Staff, he served Louisiana Senator Mary Landrieu through Hurricanes Katrina and Rita, the passage of the Gulf of Mexico Energy Security Act, and her record 2008 reelection win. His assorted experience made him the perfect candidate for bringing Twitter to the forefront of Washington, DC politics and media, and his portfolio expanded to include elections across the globe. In 2017, Sharp founded Sharp Things to provide technology, media, and strategy consulting to multinational corporations, non-profits, and start-ups.

He is a National Press Foundation board member, a term member of the Council on Foreign Relations, and a former president of the bipartisan US Senate Press Secretaries Association. He is the recipient of many awards and was named a 2013 “Tech Titan” and 2011 “Person to Watch” by *Washingtonian* magazine.