

ADAM COLTON



Adam Colton is a seasoned and result-driven executive, who brings to the table a rich professional background in general management, finance, and global operations. With a documented track record of combining leadership, analytical thinking, and creativity, he has consistently implemented ideas that foster profitability and growth. Adam has proven his mettle as an entrepreneurial leader who is adept at steering teams toward the achievement of strategic and tactical goals in diverse operating environments.

He has served as Chief Executive Officer of HYLETE, a leading provider of premium fitness apparel, from August 2021 to December 2022. Prior to this role, he held the position of Chief Financial Officer at the same company from September 2019 to December 2022. His accomplishments include providing significant financial oversight and leadership for the company's operations in San Diego County, California.

Before joining HYLETE, Adam held the position of Chief Financial Officer at National Cardiac, Inc., a patient-centric digital health solutions company, from April 2017 to September 2019. He was accountable for all Finance, Administration, and Investor Relations issues for the parent company and also served as the General Manager of the company's subsidiaries in Baltimore and Toronto.

His diverse professional journey also includes a substantial tenure at Lamkin Corporation, a globally recognized golf grips manufacturing company. Adam served in multiple capacities including CFO, COO, Vice President of Finance, and General Manager of the Aftermarket division. He managed a wide range of responsibilities including overseeing worldwide operations, leading executive management and finance teams, and handling diverse aspects such as Sales, Marketing, Engineering, and Operations.

Adam's earlier professional experience includes roles as CFO at H2O Audio, Inc. and Mad Dog Multimedia, Inc. where he had comprehensive responsibility for areas like financial reporting, financial analysis, investor relations, and supply chain management. At Mad Dog Multimedia, Adam played a key role in scaling up the company's revenue from \$0 to \$45 million.

Adam's career trajectory also includes pivotal roles as a Controller at Inetcam, Financial Operations Manager at HP, and an Auditor at PwC. His specialties encompass Leadership, Business Strategy, Private Equity and Banking Relationships, Mentoring, Contract Development and Negotiation, Intellectual Property, Budgeting, Risk Management, Supply Chain Management, and Financial Reporting.

KEY SKILLS:

- General Management
- Business Strategy
- Private Equity
- Banking Relationships
- Contract Development
- Intellectual Property
- Budgeting
- Risk Management
- Supply Chain
- Financial Reporting
- Turn-arounds