

Rob Adams

Senior Lecturer, Department of Management at The University of Texas at Austin, McCombs School of Business

Austin , TX, US

Entrepreneurship, venture capital, product strategy, and early stage management

Biography

Rob Adams is a senior lecturer of management at the McCombs School of Business. He is a leading educator in entrepreneurship, an active angel investor, and board member for several startups, and is affiliated with numerous venture funds, several of which he started. He is a respected advocate for entrepreneurial education on the campus of The University of Texas at Austin, as well as a mentor for student-founded startup ventures. He leads executive workshops on strategic management, market validation, and innovation.

Adams founded Texas Venture Labs, Tejas Venture Partners, and was a founder of AV Labs, a successful early-stage venture fund allied with Austin Ventures. He started his career with Lotus (NYSE: IBM), joining the company shortly after its public offering. Adams was instrumental in the development and launch of both 1-2-3 for Macintosh and Lotus Notes. He went on to be founder and CEO of Business Matters, a venture-backed developer of financial modeling products and was an executive with Pervasive Software (NASDAQ: PVSW).

Adams is a nationally recognized speaker on entrepreneurship, company and product strategy, marketing, and technology issues. He recently keynoted the Inc. 500 business conference and consults for numerous Fortune 500 companies. He provides expert testimony on technology-related business issues and has consulted on economic development and early stage company development for numerous governments including Chile, Costa Rica, India, Malaysia, New Zealand, and Thailand.

He blogs for Inc.com and has been covered in BusinessWeek, Forbes, Fortune, Money, The New York Times, The Wall Street Journal, Washington Post, on Bloomberg Radio, Public Television, and public radio's nationally syndicated "Marketplace" program.

He is the author of A Good Hard Kick in the Ass: Basic Training for Entrepreneurs (Random House/Crown, 2002), and If You Build It Will They Come? Three Steps to Test and Validate Any Market Opportunity (Wiley, April 2010).

Industry Expertise

VC and Private Equity, Management Consulting, Capital Markets

Areas of Expertise

Entrepreneurship, Public Offerings, Mergers & Acquisitions, Early Stage Management, Business Innovation, Startup Fundraising and Growth, New Venture Competition, Student Entrepreneurship, Venture Capital, Sales and Marketing

Affiliations

Austin Community Development Corporation: Advisory Board, Purdue Research Park: Board Member, Marine Corps Officer Candidate School: Graduate, Datical: Board Member, Qcue: Board Member, University of Texas President's Committee on Technology Commercialization: Advisory Board, IC2 Institute: Fellow

Event Appearances

Event Host

Texas Venture Labs Investment Competition

Event Host

Global Venture Labs Investment Competition

Running a Successful Business Plan Competition

AACSB Annual Conference

Thriving in These Times - News From the Front Lines

Keynote - Inc. 500 Business Conference

Education

Capella University

PhD Management

Babson College - Franklin W. Olin Graduate School of Business

MBA Business and Entrepreneurship

Purdue University

BS Industrial Engineering

Accomplishments

Outstanding Professor of the Year, MSTC

Teaching award from the Masters of Science in Technology Commercialization students, 2010, 2012, and 2013.

Texas MBA Faculty Honor Roll

Teaching award from MBA students, evening or full time programs, 2007, 2008, 2009, 2010, and 2011.

Visiting International Professor of Entrepreneurship

University of Manitoba, Winnipeg, 2009-2011.

Visiting Professor Masters in Marketing

Thammasat University, Bangkok, 2007-2011.

Professor of Practice

Acton School of Business MBA Program, 2001-2003.

Adjunct Professor

Babson College, Olin School of Management MBA program, 1990-1994.

Testimonials**David Wenger**

Rob Adams is a go-to source for creative energy and early stage management expertise within the Austin entrepreneurship community, and he delivers that front-line savvy to executives and graduate students in a practical, hard-hitting manner. He is quotable, knowledgeable, and always current on the issues that matter most in the startup and venture funding worlds.

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).