



# 4xi

Global Consulting & Solutions  
*Inspiring a brighter future, together*



## Executive Biography



### **Adam Bowen**

Chief Strategy Officer in Residence

Adam is a seasoned Managing Director with over 20 years of experience helping global consumer and corporate brands drive business growth through data-driven marketing strategies and customer intelligence. His expertise spans go-to-market strategy, marketing mix modeling, RevOps, and customer experience optimization across industries like hospitality, payments, CPG, home improvement, industrial manufacturing, and renewable energy. Adam specializes in transforming complex customer data into actionable insights, focusing on customer segmentation, churn prediction, and lifetime value optimization.

He has led brand transformation, growth initiatives, market studies, and sales enablement programs for industry leaders, all while aligning data-driven approaches with business goals. As the Chief Strategy Officer in Residence at 4xi, Adam supports clients in optimizing their business strategies and helping them navigate the intersection of advanced analytics and strategic execution.

In addition to his consulting work, Adam teaches at Clemson University's College of Business. He publishes thought leadership in AI adoption and digital transformation, continuing to guide companies in adapting to emerging trends like Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO). He is passionate about helping businesses harness the power of data to create personalized experiences and drive measurable growth. With a strong track record of success, Adam is committed to helping organizations scale efficiently in an increasingly competitive market.

#### **Client Engagements:**

Adam works with 4xi's clients to address strategic challenges, guiding them in aligning leadership, operations, and analytics to enhance performance. With expertise in data-driven marketing, business growth, and digital transformation, Adam helps companies unlock value, streamline processes, and achieve lasting success through actionable strategies.



**MARKET STRATEGY**



**PERFORMANCE**



**CUSTOMER SEGMENTATION**



**DECISION MAKING**



**GLOBAL STRATEGY**



**OPERATIONAL EFFICIENCY**

