



Adam Wootton
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Dr. Adam Wootton, Leader, Social Media for Towers Watson specializes in the promotion of employee engagement using social media, new media, games and game mechanics.

Adam regularly chairs and speaks at conferences in the US and Asia Pacific sharing his experiences for companies using social media, using game mechanics and facilitating employee engagement. His experience includes:

- Developing social media strategies for clients to connect with their employees and business partners
- Leading implementation of enterprise projects to promote the adoption of new technologies to engage employees and provide them employees with consumer-grade experiences
- Development of games and game mechanics to drive engagement
- Providing strategies, methodologies and policies for the deployment of social media within large, diverse, global organizations
- Developing business case models for social media initiatives
- Driving global engagement in health using new media for large global organizations

Adam's clients around the globe include major corporations based in the US, Europe and Asia Pacific. He was part of the team that helped deliver one of the first intranets for the Australian government and has been consulting on and building employee facing intranets and consumer facing websites ever since.

Adam has been working with Towers Watson for more than 11 years in both the US and the Sydney, Australia office. He has worked on projects in many countries covering all regions of the globe.

Adam holds a Ph.D. and a B.Sc. from the University of Sydney and is currently based in the New York office of Towers Watson.