

Dr Adam Wootton

Senior Consultant

Adam is a senior consultant at Towers Watson specializing in the delivery of social media, new media and collaborative technologies to employees.

Adam has been working with Towers Watson for more than 10 years in both the US and the Sydney, Australia office. He has worked on projects in many countries including the US, UK, China, Hong Kong, the Philippines, India, Malaysia and Australia.



Adam's experiences include:

- Leading enterprise projects to facilitate collaboration using social media and enabling companies to provide their employees with consumer-grade experiences
- Providing strategies, methodologies and policies for the deployment of social tools within large, diverse, global organizations
- Development of educational games and using game mechanics to drive engagement
- Developing business case models for enterprise intranet and social media initiatives
- Promoting the development of a culture of wellness and improving communication using new media
- Managing deployments of SharePoint

Adam's clients around the globe include major corporations based in the US, Europe and in 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 regularly chairs and speaks at conferences in the US and in Asia Pacific sharing his experiences for companies when using social media, completing intranet upgrades, using game mechanics and facilitating global collaboration.

Prior to joining Towers Watson, Adam worked for Multibase in Australia where he led the development of web applications for both internet and intranet sites.

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.

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TOWERS WATSON 

The logo for Towers Watson, featuring the company name in a bold, black, sans-serif font followed by a stylized red 'w' symbol.