



Adriana Lerner Adelson, MBA – Senior Consultant

Adriana Lerner Adelson's international career began at IBM where she spent 21 years in leadership positions in IT, marketing, sales and business development. Prior to her role as Senior Vice President of Strategy for the Buildings Division of Schneider-Electric, Adelson served six years at Tyco International, where she helmed Global Business Development as Vice President while also heading the Tyco business council in Brazil. Adriana brings her invaluable expertise in building teams, strategies, and alliances to grow global sales in vertical markets for security, energy management, IT, and Art & Design businesses. She has a proven ability to source, recruit, develop, mentor and motivate executive-level talent. She is a champion and trailblazer for corporate social responsibility initiatives that build brand recognition and influence the well-being of local and global communities.

Adelson's creative approach to international commerce led her to found Arrivals Gate, a collective of small factories and workshops in developing countries that produce unique, handmade products for a global clientele, with the goal of providing a positive impact on small communities across the world.

Adriana co-authored *Seducao dos Modismos, Adocao Indiscriminada de Novas Praticas Gerenciais*; McGraw-Hill, August/1998. This book originated from her Masters thesis "The Fashion of Managerial Theories." In 2011, Adriana created an educational project in Rio de Janeiro, Brazil to teach electronic security technologies to the underserved youth and provide them with coaching and employment. The ongoing program has graduated 160 Certified Security Technicians to date.

Adriana serves in the City of Aventura as vice-chair to city mayor on the "Arts in Public Places Advisory Board" She does the press coverage for international art fairs and major art exhibitions for Harper's Bazaar Brazil and collaborates with articles for their monthly editions.

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