



THE PEOPLE

CHRIS ADAMS

Chris Adams is founder and president of Orbit Media Group, where he consults with media and Internet companies creating partnerships, programming and relationships between and to the benefit of media, entertainment and online brands.

He is currently President and CEO of www.View2gether.com, a "social viewing" platform which has launched on CBS, Sony and ABC as well as being honoured as a 2009 OnHollywood Top Ten Company. He recently formed Adams/Kearney (www.adamskearney.com) a film development company with producing partner Steve Kearney that has offices in Los Angeles and Melbourne.

His current clients range from Facebook.com, one of the fastest-growing Internet companies on earth, for which he helped to create and produce "Facebook Diaries", the first-ever hybrid user-generated video/reality TV show. It was distributed on Facebook.com, Ziddio.com, Comcast VOD and linear television and the IFC Channel, HBO, Comcast (the largest cable and broadband company in the US), Glam.com and Vimation.com.

Prior to launching his own consulting company, Adams helped to start and run Participant Productions in 2004 with Jeff Skoll, eBay's first President. Participant's vision is to create entertainment that inspires audiences to make social change. In this capacity, Adams developed and executed the business plan, was intimately involved in finding and hiring initial executive personnel and managed the company overall.

Participant's first slate of movies — *Syriana*, starring George Clooney and Matt Damon; *North Country*, starring Charlize Theron; *Good Night and Good Luck*, starring David Strathairn and George Clooney, and the documentary *Murderball* - were nominated for an unprecedented 11 Academy Awards.

Adams is also proud to have helped develop former Vice President Al Gore's Oscar-winning documentary, *An Inconvenient Truth* which won the Oscar for Best Documentary. Gore's work resulted in him being awarded the Nobel Peace Prize.

In addition to the above-mentioned films, Adams developed and Executive Produced Participant Production's first feature: *American Gun* starring Marcia Gay-Harden, Forest Whittaker, Donald Sutherland, Linda Cardellini and Tony Goldwyn.

Adams serves as a Global Advisor to the Australian-based Global Poverty Project, a non-profit organisation dedicated to using media and grass roots tools to inspire individuals to help eradicate global poverty in our lifetime.

Adams lives in Los Angeles with his wife Sharon and their son, Cooper and is an avid surfer and reader.