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# **Chief Digital & Product Officer**

**Adam Hudson**

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**Adam Hudson** is the **Chief Digital & Product Officer** at American Tire Distributors (ATD), where he oversees the digital and product strategy, design, and development across ATD's digital portfolio designed to help the company's B2B and B2B2C customers and manufacturer partners make data-based decisions for their business.

Prior to joining ATD, Hudson held leadership roles at LexisNexis, and founded and led *Connected Car*, a data & analytics startup that developed one of the largest connected vehicle Internet of Things (IoT) platforms. He also led the creation of a suite of services that helps automakers better understand the relationship between drivers and their vehicles. He also oversaw several strategic initiatives and acquisitions for their Insurance Data Services business, and International Markets to provide data and analytics solutions to insurance carriers in the UK, Ireland, Europe, and China. Prior to LexisNexis, Adam was a management consultant and investment banker with more than a decade of experience in corporate strategy, finance, operations and performance improvement gained at Alvarez & Marsal, Macquarie Capital, Capgemini and Siemens.

### **Quote from —Adam Hudson, Chief Digital & Product Officer**

Our team's are committed to delivering product excellence for our customers, so they can make better business decisions.

—Adam Hudson, Chief Digital & Product Officer

Adam has a master's in business administration from Columbia Business School and a bachelor's degree in industrial & systems engineering from Georgia Tech.

Hudson is responsible for spearheading ATD's digital transformation efforts and driving digital product excellence. His visionary leadership, technical expertise, and customer-centric approach ensure that ATD's digital technologies deliver high quality products and business solutions that meet industry demand.

Employed with ATD

8 months 2 weeks

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### **Adam's passion projects**

