

ADRIAN WATKINS

Senior Commercial and Operational Leader

[LinkedIn](#) | [Personal Website](#)

EXECUTIVE SUMMARY

Senior commercial and operational leader with more than 25 years of experience building, scaling, and transforming technology-led businesses across Asia-Pacific and global markets.

I operate at executive and board-facing level, with accountability for commercial outcomes, operating models, governance, and multi-market execution. My background spans acquisition integration, growth-stage capital raises, and sustained revenue expansion across businesses operating in more than 70 countries.

I am most effective in complex environments where clarity, pace, and consequence matter.

CAREER HIGHLIGHTS

- Co-led the sale and post-acquisition integration of TotallyAwesome into SQREEM Technologies
- Led commercial and operational alignment across a multi-market AI business operating in 70+ countries
- Supported leadership teams through growth-stage investment raises, including Series C
- Drove operational transformation delivering sustained, multi-million-dollar revenue growth
- Shaped strategic direction and commercial priorities at CEO and board level

PROFESSIONAL EXPERIENCE

SQREEM TECHNOLOGIES

Senior Vice President, Commercial Operations

Strategy and Governance

Singapore | 2022 - Present

Executive responsibility for global commercial strategy and operations following the acquisition of TotallyAwesome by SQREEM Technologies.

- Owned commercial performance, pricing, margins, and operating alignment across a global footprint covering 70+ countries
- Co-led post-acquisition integration, establishing common governance, pricing frameworks, and execution discipline

- Negotiated and closed more than 50 complex commercial and strategic agreements within the first seven months post-acquisition
- Introduced a global price book and margin strategy, materially improving revenue quality and operational efficiency
- Acted as a senior executive partner to the CEO and leadership team on growth strategy, investment readiness, and execution risk
- Led cross-functional teams operating at global scale across multiple time zones and regulatory environments

DIGITAL TURBINE (FORMERLY ADCOLONY)

Growth and Marketing Director, APAC

Singapore | 2020 - 2022

- Repositioned the regional business into gaming and in-app performance markets, delivering significant revenue growth
- Led the APAC launch and commercialisation of in-game advertising platforms, including Anzu.io
- Built award-winning commercial solutions for global brands including Unilever
- Owned regional partner strategy, go-to-market execution, and cross-functional delivery

THE PARENTINC

Chief Strategy Officer

Southeast Asia, Australia, Africa | 2017 - 2020

- Led organisational and commercial restructuring, driving 55 percent year-on-year revenue growth
- Built the commercial narrative, operating roadmap, and governance framework supporting a successful Series C raise
- Supported the company's expansion from digital media into packaged healthcare products

PERFORMANCE ASIA

Partner

Singapore | 2014 - 2017

- Co-founded and scaled a programmatic advertising business
- Built the operating model, commercial framework, and client portfolio
- Grew revenues to USD 1.5M within 24 months

EARLIER CAREER

United Kingdom | 2001 - 2013

Senior commercial leadership roles including:

- International Commercial Development Director, FOX Interactive
- Senior Commercial Development Director, Virgin Media
- Regional Director, CBS Interactive

CORE EXECUTIVE STRENGTHS

- Executive and board-level decision-making
- Commercial strategy and revenue ownership
- Operating model design and execution
- M&A integration and investment readiness
- Multi-market leadership and governance
- Technology-led business transformation

WORK AUTHORISATION

British Citizen | Singapore Employment Pass
Singapore-based, 13 years

EDUCATION

BA (Hons), Communications and Management
Nottingham Trent University