

AI Founder | Digital Director | Innovation Assessor



MATTHEW MAYES

Matthew is an AI and digital innovation leader with over two decades of experience in creative technology and strategic direction. Over the past five years, he has led the development of Adaptive Media® products across multiple sectors. Before founding A-dapt, he held senior digital creative and strategy roles within major networks and boutique agencies, working extensively with Fortune 500 brands. His sector experience spans Auto, E-commerce, Education, FMCG, Health, Legal, Luxury, Tech and Training. He has judged D&AD, BIMAs, CogX and Tech Nation, and advises The Stationers' Education Committee and the University of Greenwich Business School on the impact of AI. Portfolio available on request.

Awards

Anthem, BETT, BIMA, Cannes Lions, Campaign, CreaTech 100, COGX, D&AD, Davey, Design Week, Echo, Euro Effie, ESA, FAS, Institute of Financial Services, Learning Technology, Learning Awards, LIAA, Lovies, M&M, NMA, One Show, Retail Finance, Revolution, Stationers' Innovation, SXSW Innovation, Tech Nation Rising Stars, Webby, UK Sponsorships.

Memberships

Innovation Assessor, Innovate UK
Freeman of the City of London
The Stationers' Company
Fellow, Royal Society of Arts
British Interactive Media Association

Experience

Co-Founder, A-dapt International Ltd (2019 to Present)

A-dapt.com is a Human Centred AI start-up that puts emotional intelligence into digital training, marketing and LegalTech systems.

- Originated multi award winning Adaptive Media® AI format
- Launched A-dapt at The Cannes Lions Innovation Stage
- Secured £1.3m in funding from Innovate UK, French Government, and EU
- Finalist in SXSW Innovation Awards (2023 & 2024)
- Winner at Webby's, Stationers' Innovation, Learning and 20 other awards
- Speaker at AIPPG on "Democratising AI in Education"
- Accelerator programs; Tech Nation, Open London, GoodTech Ventures
- Raised private capital, built strategic partnerships, and go-to-market
- Oversaw product design, IP, UX research, and cross-sector development
- Developed TestMyWitness.com witness preparation platform
- Launched an emotion analysis product for Bond Solon (Wilmington PLC)

Head of Digital, Momentum / McCann (2017 to 2018)

Established digital innovation capability within McCann's experiential agency.

- Delivered product concepts and AGILE workflows
- Leading digital innovation to help secure key accounts (SAP, Premier League)

Head of Digital, GMR Marketing / Omnicom (2013 to 2016)

Built EU digital offering for Omnicom's top-tier sponsorship and experiential agency.

- Led digital experiential innovation for lead clients SAP, FIFA, Visa, Blackberry
- Managed digital P&L and drove year-on-year revenue and awards
- Oversaw team delivery across all digital accounts

Head of Digital, Born Group (2012 to 2013)

Restructured the digital unit to deliver productised innovation.

- Ran onshore creative, UX and offshore technology teams
- Expanded print-to-digital services for major media clients

Creative & Strategy Director, Redbox Digital Ltd (2010 to 2012)

Created digital strategy and creative frameworks for e-commerce and healthcare.

- Delivered luxury brand platform for Quintessentially
- Worked across a portfolio of J&J Healthcare brands
- Developed E-commerce platforms for Bettys', Clintons, Hediard

Executive Digital Creative Director, MRM / McCann (2005 to 2010)

Senior leadership for one of the UK's top 5 integrated digital agencies.

- Directed a 30+ person creative and UX team
- Helped build a £20m+ UK agency with 20% margins
- Led global relaunch of Intel.com from the UK studio
- Oversaw innovation across EMEA for Nestle and GM

Group Creative Director, Zentropy Partners / McCann (1999 to 2005)

Co-founded Interpublic's digital innovation agency

- Scaled to £6.5M turnover and won Digital Agency of the Year 2001 & 2003
- Won major clients including Unilever, GM, and Microsoft

Early Career (1995 to 1997)

- Head of Interactive Design, APL Digital / Interpublic
- Digital Designer, CTV Facilities

Education

Middlesex University, Centre for Electronic Arts, MA Interactive Media, 1994 -1995

University of Hull, BA Special Hons American Studies, 1985 – 1989

University of California, 1988

The Skinners' School, Tunbridge Wells; 1978 –1985, 3 'A' Levels, 10 'O' Levels