

# Adam Dalezman

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## SENIOR TECHNOLOGY COMMUNICATIONS LEADER

Senior communications leader with nearly two decades of experience leading external, executive, product, and corporate communications for global technology companies across B2B, B2C, and B2B2C. Proven track record driving earned media, shaping narrative during growth and change, and counseling executives in fast-moving environments.

## PROFESSIONAL EXPERIENCE

### Unity — Senior Communications Manager, Product & Technology | 2025 – 2026

- Led global communications for product and technology initiatives across gaming, enterprise, and emerging platforms.
- Increased non-gaming and enterprise media coverage by 122% through sharper narrative focus.
- Supported major launches across platform, XR, and AI-adjacent capabilities.
- Developed executive POVs, bylines, and keynote messaging.
- Partnered cross-functionally with Product, Marketing, Legal, and Social teams.

### Samsung Electronics America — Executive Thought Leadership & Corporate Communications Manager | 2023 – 2025

- Built executive thought leadership and visibility programs for senior leaders.
- Secured top-tier coverage in Forbes, CNBC, and TechRadar.
- Developed executive bylines, keynote scripts, and LinkedIn POVs.
- Advised executives during sensitive issues and moments of scrutiny.
- Grew CEO LinkedIn following by 13% in six months.

### Revantage (Blackstone) — Senior Associate Vice President, Communications | 2021 – 2022

- Built the communications function and external narrative for a new Blackstone-backed platform.
- Owned messaging, PR strategy, agency management, and launch communications.
- Partnered with leadership on positioning and market entry.
- Secured launch coverage in Fortune and CNBC.

### Realogy — Senior External Communications Manager | 2019 – 2021

- Led external communications for technology-driven initiatives and digital platforms.
- Secured coverage in The Wall Street Journal, CNBC, Fox Business, Business Insider, and USA Today.
- Provided executive messaging and media coaching.
- Led corporate website relaunch including SEO optimization.

### Synthesio — Senior Communications & Customer Marketing Manager | 2014 – 2019

- Founded and built the Customer Marketing function from zero, owning content strategy and execution end to end.
- Created a full suite of GTM content including customer case studies, blog posts, guest blogs, e-books, white papers, and industry reports.
- Developed speaker presentations, conference content, and sales enablement materials.
- Owned the customer story pipeline to support acquisition and retention goals.
- Translated complex analytics and AI-driven insights into high-performing content.
- Led Analyst Relations, contributing to three consecutive Forrester Wave Leader rankings.

## PR AGENCY EXPERIENCE

Beckerman Group | Porter Novelli | Ruder Finn

## CORE SKILLS & EXPERTISE

Content Marketing & GTM Strategy • Customer Marketing & Case Studies • Long-Form & Short-Form Writing • Product & Technology Communications • Media Relations • Executive Thought Leadership • B2B, B2C & B2B2C Communications

## EDUCATION

Bachelor of Arts, English — University of Michigan