

ADRIAN WATKINS

Senior commercial, operations and governance leader | Global P&L, growth, and AI-enabled operating models
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EXECUTIVE SUMMARY

Senior commercial, operations, and governance leader with 25+ years building, scaling, and transforming technology-led businesses across Asia-Pacific and global markets. Operates at executive and board level, with accountability for commercial outcomes, operating models, governance, and multi-market execution across 70+ countries. Background spans acquisition integration, growth-stage capital raises, and sustained revenue expansion.

Creator of the EDGE Framework for Applied Intelligence and publisher of AlinASIA.com (~10,000 readers per month, zero paid distribution). Singapore-based for 13 years. Most effective in complex environments where clarity, pace, and consequence matter.

CORE EXECUTIVE STRENGTHS

- Executive and board-level commercial leadership | Commercial strategy, margin control and revenue ownership
- Multi-market business growth and scale-up execution across Asia-Pacific, EMEA and the Americas | Go-to-market architecture and commercial enablement
- M&A integration, post-deal alignment, and investment readiness | Operating model design and execution discipline
- AI governance and applied intelligence (EDGE Framework) | Commercial compliance and data privacy (GDPR, PDPA, APAC)

PROFESSIONAL EXPERIENCE

SQREEM Technologies

Senior Vice President, Commercial Operations, Strategy and Governance *Singapore | 2024 to Present*

- Owns global commercial performance, pricing, margins, and operating alignment across a 70+ country footprint
- Leads global commercial compliance and data-privacy posture: contract architecture, regulatory readiness, and data-handling standards across GDPR, PDPA, APAC, EMEA, and the Americas
- Owns the post-acquisition integration of TotallyAwesome into SQREEM (closed 2024); governance, pricing, and execution discipline standardised across the merged group
- Negotiates and closes complex commercial and strategic agreements at pace; 30+ executed in the first ten months post-deal
- Drives the global price book and margin strategy, materially lifting revenue quality and operating efficiency
- Acts as senior executive partner to the CEO and leadership team on growth strategy, investment readiness, and execution risk

TotallyAwesome

VP Commercial (promoted from Commercial Director within nine months of joining) *Singapore / Asia-Pacific | 2022 to 2024*

- Led commercial operations across TotallyAwesome's Asia-Pacific footprint, owning regional revenue performance, partner strategy, and market expansion
- Sourced, structured, and helped broker the 2024 acquisition of TotallyAwesome by SQREEM Technologies
- Built the commercial narrative, operating posture, and governance framework that underpinned the transaction

Digital Turbine (formerly AdColony)

Growth and Marketing Director, APAC *Singapore | 2020 to 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; owned regional partner strategy and cross-functional delivery
- Built award-winning commercial solutions for global brands including Unilever

theParentInc (theAsianparent)

Chief Strategy Officer (CSO) *Southeast Asia, Australia, Africa | 2017 to 2020*

- Reported directly to the Board as Chief Strategy Officer; owned strategy, commercial growth, and investor narrative through Series C
- Led organisational and commercial restructuring; drove 55% year-on-year revenue growth
- Built the operating roadmap and governance framework supporting the Series C raise; supported expansion from digital media into packaged healthcare products

Performance Asia

Partner and Co-founder *Singapore | 2014 to 2017*

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

Earlier Career, United Kingdom

Senior commercial leadership roles *London / EMEA | 2001 to 2013*

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

THOUGHT LEADERSHIP AND PUBLISHED IP

- EDGE Framework for Applied Intelligence: four-pillar structure for AI capability (Evaluate, Define, Govern, Elevate); 19-page whitepaper plus active workshop curriculum delivered to enterprise leadership teams
- Publisher, AlinASIA.com: executive editorial on AI adoption across Asia-Pacific; approximately 10,000 readers per month with zero paid distribution
- Builder, PromptAndGo.ai: region-aware AI prompt library for operators across Asia
- Opening Keynote, Taipei City Government Smart Living 2025

EDUCATION AND AUTHORISATION

BA (Hons), Communications and Management, Nottingham Trent University, United Kingdom | British Citizen | Singapore Employment Pass | Singapore-based, 13 years | English (native)

SELECTED ADVISORY ENGAGEMENTS

Seasonal Coach, Beyond4Tech | Seasonal Mentor, Facebook Accelerator, e27, SDG Open Hack 2026 (NP Edition) | Occasional Moderator, Ortus Club executive roundtables