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Adam Hudson

Adam Hudson

Chief Digital & Product Officer

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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 to help the company's B2B and B2B2C customers and manufacturer partners make data-based decisions for their business.

Hudson is responsible for spearheading ATD's digital product efforts. 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.

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

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. 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.

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

Employed with ATD

6 months

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Adam's passion projects



**American
Red Cross**