

Adam Witty is the Founder and CEO of Advantage Media and Forbes Books, a global leader in publishing and Authority-building content media services for top business leaders and entrepreneurs. Today the select community comprises more than 2,000 authors across 44 U.S. states and 14 countries.

A sought-after speaker, teacher, and advisor on marketing and business growth, Adam has shared the stage with Steve Forbes, Gene Simmons of KISS, and other industry icons. His expertise in “Authority Media” is showcased through his best-selling books, including *The Authority Advantage* and *Authority Marketing*.

Adam’s latest book, *The Authority Advantage: Building Thought Leadership Focused on Impact Not Ego*, became a #1 Amazon bestseller in five categories and received acclaim from major reviewers like Publishers Weekly and Kirkus Indie.

Adam’s insights have been featured in prominent publications such as The Wall Street Journal, Investor’s Business Daily, and USA Today. Adam, wife Erin, and sons Ellis and Warren are proud to call Charleston home. Their “grumpy cat” Pecan Pie is often confused to be Garfield.