

## **Adam Bird Joins Centerview Partners as Senior Advisor**

**NEW YORK – April 3, 2025** – Centerview Partners, a leading independent investment-banking advisory firm, announced today that Adam Bird has joined the firm as a Senior Advisor. Mr. Bird joins Centerview from McKinsey & Company, where he most recently served as a Senior Partner and co-Founder and Global Leader of its consumer-tech and media practice.

“We are delighted to welcome Adam to the firm,” said Robert Pruzan, co-founder of Centerview. “He has established himself as a global leader in media and technology and his insights and relationships across these industries will further enhance our pre-eminent advisory capabilities on both sides of the Atlantic.”

Mr. Bird has advised top management of the most disruptive and disrupted companies on their most critical business issues. He has decades of experience in Europe, the U.S., the Middle East, Latin America and Asia, advising companies and investors in most major media, entertainment and consumer-technology segments including direct-to-consumer services, connectivity, broadcasting, consumer publishing, gaming, e-commerce, advertising, filmed entertainment, music and sports.

He moved to Europe over three decades ago to co-found an advisory firm, which has since been sold to Cap Gemini. Prior to joining McKinsey in 2009, he served in several leadership positions at Booz Allen Hamilton, including Senior Partner, Managing Director of the Global Consumer and Media practices and a member of the Board of Directors. Mr. Bird holds an honors degree from Wesleyan University, where he is a trustee. He also serves on the board of Sunrise Communications and as a trustee of the Paley Center for Media.

“We are experiencing a fundamental reshaping of the global media and tech industries, with rapid advancements driving unprecedented business-model disruption,” said Mr. Bird. “Centerview is at the forefront of providing the high-quality, intellectually rigorous advice this evolving strategic landscape demands, and I couldn’t be more excited to work alongside its talented team to build upon the firm’s success in the U.S. and abroad.”

### **About Centerview Partners**

Centerview, based in New York and with offices in London, Paris, San Francisco and Menlo Park, is a leading provider of independent investment-banking advisory services. Since its founding in 2006, the firm, with roughly 80 partners and more than 500 employees, has advised clients on approximately \$4 trillion in transactions. Forging long-term relationships with marquee companies around the world, it is a private, entrepreneurial firm with industry-leading expertise

in M&A, independent board advice, shareholder activism, debt and equity financing and restructuring and recapitalization. For more, please visit [www.centerviewpartners.com](http://www.centerviewpartners.com).

**Media Contacts**

**Centerview**

Dana Cimilluca

Head of Communications

(347) 446-8613

[dcimilluca@centerview.com](mailto:dcimilluca@centerview.com)

**FGS Global**

Jared Levy / Emily Claffey

[centerview@fgsglobal.com](mailto:centerview@fgsglobal.com)