



Adam Kroft, PMP, B.A. Hons.  
Audiovisual Consultant  
& President

Adam Kroft is an experienced IT professional, specializing in Digital Signage, Audiovisual and Cinema technologies. He has been a certified Project Management Professional for over ten years and has led technical teams delivering multimillion-dollar projects on time and on budget.

Adam is a triple threat in the A/V market as he is technically proficient, design focused and a professional Project Manager. He can talk multicast best practices with your IT team, respond to RFIs with CAD floor plans for your architect and ensure all A/V resources are meeting their milestones.

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## Experience:

### Digital Signage

- Rolled out over 3,000 Digital Menu Boards across Canada
- Deployed 500 Digital Out of Home (DOOH) bus shelter sized displays
- Deployed over 1,000 BroadSign Digital Signage Players in under 6 months.
- Grew a Digital Signage Network from 300 to over 3000 active players

### Audiovisual

- Project managed simultaneous openings of The Rec Room in Calgary and West Edmonton Mall.
- Created AV system designs and acted as the primary Audiovisual Consultant and Project Manager for Location Based Entertainment (LBE), Restaurant and Cinema new construction and renovation projects.
- Developed bid specifications, drawing packages and RFIs for new LBE, Restaurants and Licenced Lounges

### Cinema

- Expert in Digital Cinema Initiatives (DCI) projection systems and standards.
- Developed the Cinema Automation and System integration for TimePlay and the Cineplex Entertainment Preshow. Deployed to over 1,600 auditoriums.
- Acted as both the technical programmer and project manager implementing a Linux scripting process to automate installation across the country.

## Kroft AV Platinum Partners:

**Crestron** – Member of the Crestron Consultant Program

**Extron** – Extron Insider and registered consultant

**LG Electronics Canada** – Preferred Consultant

## Education

- Project Management Professional (PMP) Since April 2010
- Bachelor of Arts, Honors – Western University - 2004

## Industry Publications & Speaking Engagements

- “Dominating the Lobby” – Sound & Communications Magazine – DSF Blog 2016 <http://bit.ly/2utMqxl>
- Speaker: Digital Signage Expo 2013 Las Vegas, NV – “The Whole Nine Yards of Digital Signage Success: From Pilot to Operational Management”
- “Laying the Groundwork for Success” – Signage Solutions Magazine – Nov/Dec 2012