Adam Markel Biography

Adam Markel is a keynote speaker, bestselling author, workforce futurist, and resilience researcher who helps franchise brands future-proof their people and performance. With deep expertise in navigating uncertainty and driving results in dynamic, decentralized environments, Adam equips franchise leaders—from the C-suite to unit-level developers—with the mindset and tools to lead through change, elevate team culture, and build resilient, high-performing systems.

As the author of the Wall Street Journal and USA Today bestseller Change Proof: Leveraging the Power of Uncertainty to Build Long-Term Resilience, Adam redefines resilience as a strategic advantage. His work empowers franchise organizations to move beyond managing change reactively—to embracing it proactively as a catalyst for innovation, engagement, and scalable growth.

With over two decades of experience as a CEO in the professional development space—and 18 prior years as an attorney, growing a multi-million-dollar enterprise—Adam brings real-world insight to the unique challenges of franchising.

Adam's perspective is also shaped by his time as an ocean first responder, where split-second decisions and seamless collaboration were the difference between life and death—lessons that now inform his work helping leaders build cultures of trust, agility, and resilience.

Adam's keynotes and workshops have inspired top franchise brands including Dunkin' (Inspire Brands), Jack in the Box, Twist Brands, KFC(Yum! Brands), and Mattress Firm. Whether addressing franchisees, franchisors, or field teams, Adam blends practical business strategy, emotional intelligence, and compelling storytelling to create high-energy, high-impact experiences that stick.

Adam is the Co-Founder and Chief Resilience Researcher at WORKWELL Labs, host of The Change Proof Podcast, and a TEDx speaker featured by Huffington Post as one of the top speakers to see.

Adam is continuously inspired by his wife of more than 30 years and their 4 amazing children.