

About Adrian Reid (MBA)



Adrian Reid is a serial entrepreneur. He's started a marketing strategy and direct marketing company, an import export business in the Netherlands, a schools meals food delivery company in Barbados and is Co-Founder of VisionFunder, the Caribbean Crowdfunding Portal.

He is a seasoned business professional with over 17 years of management consultancy, strategic marketing and business development experience. He holds an MBA with a concentration in Entrepreneurship and Strategic Marketing from the University of Surrey. Adrian has worked with several companies in all through the Caribbean, the United States of America and Ghana, West Africa conducting workshops and providing advisory services to facilitate business growth. Adrian is passionate about spreading a love for business and developing the next generation of business professionals.

In 2010 he was awarded the position as Business Specialist at Apple Inc. to strengthen the business development and marketing of their new strategic business unit by identifying opportunities for growth and expansion in the North American market. This was a multi million dollar market which he help grow by 150% in over a year. Up until 2009 Adrian managed his own consultancy firm where he focused heavily on the SME sector, training over 1000 entrepreneurs and business professionals in areas of Human Resource Management, Marketing, Strategic Planning, Performance Management, Supervisory Management and general Business Management.

For the past three years, Adrian has worked extensively in the services sector in Barbados, with a focus on improving the global competitiveness of the Creative Industry and ICT respectively. Currently, Adrian works with a seasoned executive team on identifying socio-economic problems in the Caribbean, Latin America and West Africa and building business models to address those problems. VisionFunder is one of those business models developed to address the challenge of access to affordable and appropriate finance for Caribbean people.

Specialties: Strategy, Crowdfunding, Entrepreneurial Development, Management Consulting, Corporate Trainer/Speaker, Strategic Marketing, Business Development, Interactive Marketing