

# AMERICA'S AUTOMOTIVE *Trust*



## **Adam Langsbard** *CEO*

Adam Langsbard joined America's Automotive Trust (AAT) in late 2017, having executed the successful rebirth of the Petersen Automotive Museum in Los Angeles. At the Petersen, Adam was Chief Marketing Officer and directly responsible for reopening a new \$90 million landmark construction in the heart of LA's Museum Row. Tantamount to that success, he brought on board twenty corporate partners including Microsoft Xbox, Disney/Pixar, BMW, Maserati, Ford, Rolex, Lucas Oil, Michelin, Belkin, Prestone, the Automobile Club of Southern California and many others.

Prior to his four years at the Petersen, Adam spent much of his career in the entertainment industry in LA. He worked in marketing and other business development capacities at movie studios including Sony, Paramount, New Line and 20th Century Fox, as well as impressive projects including the launch of the DVD platform and Fox's foray into digital programming. For a considerable amount of time, Adam also owned and operated a marketing agency servicing entertainment studios.

Adam has a penchant for the Porsche 928 and finds himself spending more and more time in the car world. Building off his success at the Petersen, Adam will look to significantly grow AAT's presence within the automotive industry and enthusiast community. Alongside managing member-entities of AAT's varied lines of business, he will head efforts to raise funds among corporate and private parties, ensuring long-term success for the Trust and its member-affiliates.