



Adam Benjamin '91
CEO and Co-Founder
UpperCampus

Adam Benjamin '91 is the CEO and co-founder of UpperCampus, a career discovery organization focused on connecting high school and college students with universities and employers that match their career goals. The company offers a platform using relevant mobile and social media technologies to help inspire and guide all students regardless of equity and access.

Benjamin founded UpperCampus in 2018 after spending more than seven years as group director at Facebook, where he helped build the global customer marketing team, offering strategic marketing guidance to some of the world's largest brands.

He then worked at Reuters of America, designing internet-based research and trading applications for JP Morgan, Morgan Stanley, and Merrill Lynch. He was vice president at DoubleClick, now a Google subsidiary, where for nine years he built the email marketing, global customer support, and sales engineering divisions, expanding and opening offices in New York, Colorado, Ireland, and Australia.

In 2006, he co-founded and served as CEO of UGENmedia, a social media technology company that served clients such as Facebook, Twitter, and Apple. It was acquired in 2008 by an Atlanta-based company, which was soon after acquired by Oracle.

Benjamin is an adviser to several start-up companies, an active speaker on the subjects of social media marketing and entrepreneurship, and is currently a member of the PC School of Business Advisory Council. Benjamin and his wife Meg Howley Benjamin '91 live in White Plains, N.Y., and are the proud parents of three.