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Adam Salzer is Managing Director of the People and Change competency within the Consulting Practice of PwC HK/China. He has over twenty years' experience in high level transformation Consultancy throughout the Asia Pacific Region.

Adam has extensive experience in Greater China and was responsible for establishing the first HR joint venture consulting group between a Western HR company and a Chinese Government Ministry in the early 1990's. He specialises in driving change management processes for multinationals throughout Asia. He is acknowledged as a global expert in architecting change programs for organisations with large numbers of employees.

Adam has been named as one of the Top Twenty most influential Australians in Asia by Business Review Weekly and delivers papers on subjects ranging from change management, managing rapid growth, turnarounds, culture change, strategic workforce planning to battling corruption.

Adam helped give birth to ATTA from an idea to a fully incorporated and operational professional organisation and has been Chairman since 2010.

Adam graduated from Australian National University with majors in Economics and Accounting where he received the Australian Chartered Accountants University Prize and has been led or supported four ATTA Annual Award finalists over the past 3 years.

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