

## Access to Experts



**Mary Adams**  
Founder  
smarter-companies

For nearly 30 years, Mary Adams has helped business leaders conquer challenges such as growth, change, mergers and acquisitions. Along the way, she has lived the shift from the Industrial to the Social Era. This shift is driving a need for basic changes in how we measure, manage and monetize our collective knowledge. Intangible capital, the key asset class for companies today, providing 80% of the value and 100% of the competitive advantage of the average company today. In connection with her work on intangibles, Adams co-authored Intangible Capital and founded the IC Knowledge Center which was re-launched in January 2013 as smarter-companies.

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