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Top Skills

Start-ups
Business Strategy
Entrepreneurship

Honors-Awards

Semi-Finalist
Semi-Finalist
Finalist
Finalist
Semi-Finalist

Publications

MyFormulary: An Algorithm for Functional Food
Manufacturers team with stores for e-sales
SciTech Internship Spotlight: MyFormulary LLC
Functional Food Moves into Restaurant Space
How to use food as medicine and personalize your health care with Adam Southam, founder of GoNo App

Patents

Computer Facilitated Product Selling System
Recommending consumer products using product-ingredient efficacy and/or user-profile data(제품-성분 효능 및/또는 사용자-프로필 데이터를 이용한 소비자 제품 추천 방법)
System For Transmitting Syndicated Programs Over The Internet

Adam G. Southam

Food-as-Medicine SaaS Pioneer | Creating, Capturing & Capitalizing Future Categories
Greater Minneapolis-St. Paul Area

Summary

Innovation is often the synthesis of existing ideas, technologies, behaviors, incentives, and business models into more effective solutions.Over 35 years across 32 industries, I have created, captured and capitalized on future standards. I identify valuable intersections others miss, combine existing elements in new ways, patent the innovation, and build the commercial frameworks required to create enduring value. I founded three SaaS companies built on this principle. As Founder/CEO of Food for Health®, I applied this construct to one of society's most significant challenges: chronic disease. Food for Health pioneered personalized, precision food-as-medicine through patented technologies that leverage peer-reviewed clinical evidence, behavioral science, & data-driven recommendations to help individuals make informed nutrition decisions & improve health outcomes. I conceived the digital solution more than a decade before the market was ready for it, transforming a 5,000-year-old practice into a personalized, evidence-based platform. Today, as the vision is validated by market demand, Food for Health is defining the standard for authentic, clinically personalized food-as-medicine, intersecting food, nutrition, agriculture, healthcare, & wellness.Syndicast® addressed the challenge of digital content distribution long before streaming, targeted content delivery, & dynamic audience-specific programming emerged. Combining existing technologies in a novel way, new paradigms for content syndication & distribution resulted.Reshare® addressed core challenges long before ecommerce became mainstream: brands needed direct relationships with consumers without disrupting value-added channel partners. The resulting platform & patent portfolio established a framework that anticipated decades of channel-conflict evolution created by the Internet. While industries, technologies, & business models have changed, the underlying pattern has remained remarkably consistent: identify what is missing, create the missing connection, protect the resulting advantage, and transform

RECOMMENDING CONSUMER PRODUCTS USING PRODUCT INGREDIENT EFFICACY AND/OR USER-PROFILE DATA

제품-성분 효능 및/또는 사용자-프로필 데이터를 이용한 소비자 제품 추천 방법 (Recommending consumer products using product-ingredient efficacy and/or user-profile data)

it into a new standard. I have always been passionate about innovation, intellectual property, business strategy, leadership, mentoring, philanthropy, & solving meaningful problems that create lasting value for consumers, organizations, and society.

Experience

Food for Health®
Founder/CEO
September 2022 - Present (4 years 3 months)
United States

The world’s only patented personalized precision food-as-medicine SaaS platform leveraging unbiased, peer-reviewed, third-party clinical studies to calculate cumulative efficacy across multiple co-morbidities solving the problem everyone has in determining what foods are good or bad for them. Just like Uber revolutionized travel with a preferable behavior, we convert label readers to scanners, delivering actionable insights and science-based education with certainty, speed, and clarity. 52% (71M American) grocery shoppers ALREADY read labels trying to discern good from bad, yet <1% comprehend them. We license B2B to grocery stores, health providers, insurance payers, etc. delivering increased profits, reduced costs, strengthened loyalty and inimitable data and insights.

American College of Lifestyle Medicine
Member
October 2017 - Present (9 years 2 months)

As the premier medical society in lifestyle medicine, the American College of Lifestyle Medicine educates and certify healthcare professionals, advocates for the broader practice of lifestyle medicine, build community for clinicians, and provide evidence and research to advance the field.

Since 2004, ACLM has been at the forefront of a new way of thinking about health, leading the way toward a transformed system of care. As the only medical society dedicated to advancing the evidence-based field of lifestyle medicine, ACLM represents an extensive nationwide and global network of interdisciplinary stakeholders who are actively changing the healthcare paradigm.Lifestyle medicine is an evidence-based medical specialty that applies therapeutic#lifestyle#interventions to treat, reverse, and prevent chronic conditions like cardiovascular diseases, type 2 diabetes, and obesity.#By empowering patients to make lifestyle behavior changes in six

interconnected pillars—optimal nutrition, physical activity, restorative sleep, stress management, connectedness, and risky substance avoidance—lifestyle medicine aims to eliminate the root cause of a disease. And it works: studies have shown that lifestyle medicine can impact up to 80% of chronic diseases.

Medical Wellness Association
Advisory Board Member
June 2013 - Present (13 years 6 months)
Greater Houston

The Medical Wellness Association promotes and integrates professional development of medical wellness programs, professionals, facilities and services. The Advisory BoardMedical includes experts in medicine, complementary health, alternative-integrative therapies, psychology, physiology, wellness, imaging, gerontology, longevity, performance, sports medicine, health promotion, coaching, fitness, nutrition, assessments and research. Advisors provide professional expertise and are instrumental in review of standards, guidelines, programs, research, publications, trainings and future planning for the Association.

BLPN
Founding Member
October 2022 - Present (4 years 2 months)

BLPN is an invite-only club for life science investors and senior execs, built to foster authentic relationships and mutual support. It hosts virtual panels and exclusive in-person events like JPM and BIO Week, emphasizing collaboration over pitches. Members engage in reverse pitches, startup showcases, and social gatherings to refine their approach and connect with top-tier dealmakers —no selling, no agendas, just real connection.

Syndicast Corporation
Founder & CEO
August 2000 - July 2025 (25 years)
Minnetonka, Minnesota, United States

In 2000, I recognized that the Internet would transform how people consumed television, radio, and syndicated programming. I also saw a structural obstacle: content could not simply move online without undermining the licensing, geographic, advertising, network, and affiliate arrangements that financed and distributed it.

The components already existed: syndicated programming, Internet distribution, advertising inventory, audience data, and network-affiliate relationships. The missing element was a system that could intelligently combine them.

I conceived Syndicast to deliver network-distributed media over the Internet while preserving traditional broadcast licensing arrangements. The patented system uses user and device information, including geographic and psychographic data, to select and interleave appropriate advertising or other user-specific content into requested programming.

This enabled producers, syndicators, networks, and affiliates to extend programming online without destroying the contractual and economic relationships supporting traditional distribution. It also created a framework for delivering more relevant, personalized content and advertising across connected devices.

I founded Syndicast on August 7, 2000, and filed the original patent application on September 12, 2000. After more than thirteen years of prosecution, U.S. Patent No. 8,768,747 issued on July 1, 2014. The architecture anticipated streaming, dynamic content insertion, geotargeting, connected media, audience personalization, and programmatic advertising.

Syndicast exemplifies my Synthesist method: anticipate the future, identify the established interests it could disrupt, and create the missing system that allows innovation and the existing ecosystem to advance together.

Website: https://syndicast.tv/

Institute of Management Consultants USA (IMC USA)

Member

March 2008 - December 2022 (14 years 10 months)

West Palm Beach, Florida, United States

The Certified Management Consultant designation is the preeminent professional designation for management consulting with a variety of sub-specialty areas. It is similar in scope and reliability to Chartered Professional Accountants, Professional Engineers, etc.

the mission of the Institute of Management Consultants USA is to promote excellence and ethics in management consulting through certification, education and professional resources.

IMC USA provides the only certification for individual management consultants in the US that conforms to the international standards of the International Council of Management Consulting Institutes. ICMCI sets global standards of technical competence and professional conduct for consultants in more than 40 nations.

IMC USA also provides, through national conferences, online resources, chapter events, and its diverse and experienced membership a full range of professional development opportunities. Finally, the collective talent and experience of the IMC USA network of consultants, many of whom are recognized experts in their disciplines or industries, provides a superior resource to help members increase value to their clients, enhance effectiveness of client organizations, and improve the quality of our communities.

MyFormulary Health
12 years 6 months

Chief Executive Officer
April 2010 - September 2022 (12 years 6 months)
Minneapolis, Minnesota, United States

MyFormulary Health was created to monetize an algorithm and business model I invented relating to the need to identify ingredients that are effective in the prevention or treatment of disease.

Board Member
April 2010 - September 2022 (12 years 6 months)
Minneapolis, Minnesota, United States

Morefit Corporation
Board Member
March 2013 - March 2018 (5 years 1 month)
San Francisco Bay Area

MOREFIT is a series of progressive annual events in multiple cities where individuals compete for cash and product awards for the greatest improvement in their wellness. Competitors must sustain their achieved wellness for several years to fully benefit from the prizes and lifestyle advancement. A variety of

entertainment and educational events span a 5 month period culminating in a grand finale. Events feature fashion, runway, music, athletics, arts, cuisine, training and education. Biometrics are measured along the way with the those showing the greatest positive change advancing through individual and cumulative legs. Individual competitors select their favorite charity as a beneficiary of their fundraising efforts.

MOREFIT, “for good” – for good of society in educating and inspiring sustainable wellness; for good of yourself in advancing personal health, fitness and wellness of mind and body; for good of charities through participant fundraising of their favorite cause; for good of the local and national economy as we struggle with healthcare costs and burden upon society.

Morefit is attainable by anyone. It involves individuals, personal trainers, nutritionists and health clubs. It stimulates charitable giving and promotes social networking. It rewards participants for attaining goals AND maintaining wellness into the future and elicits permanent positive change

Reshare Commerce, LLC

13 years 11 months

Chairman & Board Member

September 2009 - April 2014 (4 years 8 months)

Greater Minneapolis-St. Paul Area

In 2009, after nearly a decade leading Reshare as Founder, Chairman, CEO, and Chief Strategist, I transitioned operating leadership to an experienced Fortune 500 executive and continued as Chairman and a member of the Board of Governors.

The transition allowed me to preserve strategic continuity at Reshare while beginning MyFormulary, where I applied the same Synthesist method to a new challenge: connecting peer-reviewed clinical evidence, product ingredients, and individual health needs to create personalized food-as-medicine recommendations.

During this period, I served concurrently on the boards of Reshare, Syndicast, MyFormulary, Morefit, the Polo Classic, and Team Gilboa Ski Racing. These organizations crossed patented SaaS, digital commerce, media distribution, clinical nutrition, wellness, philanthropy, youth development, and competitive athletics.

Although their missions differed, my contribution followed a consistent pattern: see the whole system, identify the missing connection, challenge assumptions, align people and incentives, and help convert an ambitious vision into a coherent strategy capable of creating enduring value.

This decade of board service expanded my Synthesist work beyond the companies I founded. It demonstrated that the same ability to connect disciplines, recognize emerging possibilities, and construct practical paths forward could create value across commercial, nonprofit, health, philanthropic, and athletic organizations.

Founder/Chairman/CEO

June 2000 - September 2009 (9 years 4 months)

Greater Minneapolis-St. Paul Area

In the late 1990s, I recognized that ecommerce would transform relationships among brands, channel partners, and consumers. Brands needed to sell directly online, control their presentation, offer complete product lines, and establish direct customer relationships. Yet doing so risked disintermediating the distributors, retailers, dealers, and other partners responsible for much of their revenue.

The market treated direct commerce and channel preservation as opposing choices. I saw that the conflict could be resolved through synthesis.

I conceived and patented a computer-facilitated product-selling system enabling brands to transact directly with consumers while identifying and compensating the channel partner associated with the customer or sale. Rather than forcing brands to choose between ecommerce and established distribution, Reshare converted channel conflict into channel collaboration.

Reshare’s Collaborative Channel Commerce® SaaS allowed a consumer purchasing through a brand website to select an appropriate retailer, distributor, dealer, or other intermediary. The brand retained control of its products, message, transaction, and customer relationship while financially recognizing the channel partner, even when that partner did not fulfill the order.

Protected by U.S. Patent No. 6,594,641, the system anticipated omnichannel commerce, partner attribution, direct-to-consumer strategy, virtual inventory, and online revenue sharing. Reshare was conceived at least a decade

before the market developed a functional need. By 2024, an estimated 1,100 companies were using variations of the methodology.

Reshare reflects my career-long pattern: recognize a technology's structural consequences before they become obvious, identify the missing connection among parties with apparently conflicting interests, patent the synthesis, and build the framework required to create a future standard.

Website: https://reshare.com/

The Fernandez Organization Limited

Executive Vice President

November 1990 - May 1997 (6 years 7 months)

Greater Minneapolis-St. Paul Area

The Fernandez Organization was built around Dr. Mario F. Fernandez, an extraordinary inventor, industrial engineer, product designer, artist, and creative director whose work crossed aerospace, defense, medical technology, industrial equipment, consumer products, transportation, and the arts.

Mario created products and systems frequently years ahead of prevailing practice, including specialized motion-picture and defense cameras; the gyroscopically stabilized camera recognized with a Technical Academy Award; medical pumps; industrial systems; and complex ergonomic controls. For Toro, he radically simplified a defective sprinkler system, creating the award-winning "water clock," and helped transform its rejected snow-removal line into an integrated, market-leading product family.

The organization's constraint was not vision, creativity, or technical ability. It lacked the business leadership, operating discipline, market strategy, and organizational structure required to convert exceptional invention into enduring enterprise value. That was where I came in.

Initially engaged to develop a new marketing strategy and build the team to execute it, I determined that marketing was merely a symptom of a more fundamental enterprise problem. My role expanded into comprehensive restructuring and turnaround work across leadership, management, operations, marketing, commercial relationships, and executive recruitment.

I built the business structure surrounding Fernandez's visionary capabilities, leveraged relationships with Dayton Hudson, Carlson Companies, SuperValu,

and 3M, and recruited senior personnel to lead the organization’s functional disciplines.

The experience established a central principle of my career: invention becomes a future standard only when vision is synthesized with leadership, operations, market positioning, organizational discipline, and the right people.

Marshall Wyant Limited

Member

January 1988 - October 1991 (3 years 10 months)

Monte Carlo, Monaco