

Ian ADAMS

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Ian Adams was born at Bellevue Hospital, just about a mile down the street from Paramount's corporate office.

He grew up "in the hills," as he puts it, in Carnation, a town of just 1,200 people where he lived his entire childhood with his parents and big sister.

After high school he was ready to spread his wings, "get out and try something new," he said.

Adams enrolled in the University of Northern Colorado in Greeley. "I grew up hiking, skiing, snowboarding ... so Colorado made sense to me," he explained. But besides loving the iconic Rocky Mountains, Adams discovered Colorado wasn't all he had hoped, so he headed back to Seattle to forge a new path.

"But meanwhile my family had all moved away, so I set out on life on my own," said Adams who was just 19 at the time.

"I wanted to see what would interest me, figure out who I was," he said. "I've always been a bit of a dreamer in that regard, thinking about what's new and exciting." After a stint in retail, he landed an interview with Kyle Asher who at the time was the Seattle hotel's general manager. "The rest is history," said Adams.

Adams began in guest services and after a couple of months was promoted into a supervisory role. A year later, he was promoted to work in the hotel's executive office alongside Asher who created an executive assistant position to ease Adams into the office setting, teaching him the ins and outs of hotel operations and revenue. In 2021, when Asher became Paramount's COO, Adams took over Asher's general manager role. And just two short years after that, came into his current role as Paramount's Corporate Director of Revenue.

Although Adams' record-paced rise through the ranks is impressive, his modest nature hasn't changed much. Despite his masterful approach to maximizing revenue, and routinely exceeding the metrics that measure how Paramount consistently outperforms its competition, Adams said he never considered himself a math whiz.

"I never really thought of myself like that," he said, "but I remember as a kid, my dad giving us pretty healthy math problems to solve even from a young age ... things above the level that we were at." Adams admits he didn't always apply himself in high school, so when his SAT exam scores exempted him from needing to take college math, "that was a light bulb moment where I discovered that maybe I am actually good at this."

Although there's plenty of mathematical finesse involved in revenue, Adams job isn't purely a numbers game ... it's seeing the people in the numbers. "Though my dad is more of an analytical personality type, my mom was more creative," said Adams. "She was always pushing us to pick up musical instruments and she still has a framed piece of artwork that I did when I was a kid that she thinks should be in a museum."

Though pottery classes and music didn't stick, Adams did take a liking to creative writing. "That was always my creative side. Ultimately, I've always been a bit more of the analytical type, but somewhere I think that those align."

When Adams isn't working, he can be found chasing a lower score on the golf course. "As a kid I was really into sports," he said. Through high school, Adams' primary activity was soccer. It wasn't until many years later that he took another pass at golf after not making the high school golf team. "I don't think I really touched golf clubs for 12 years after that," he said. "And then in my late 20s, just went out played again and really enjoyed it." Adams said that ultimately what he likes best about golf is spending time outside and seeing the landscape's unique beauty, especially when traveling.

"You spend four or five hours in nature, meet great people and have great conversations." Adams appreciates both the physical and mental components of the game. "I've always enjoyed trying to perfect all of those little movements, but there's absolutely a numbers strategy, understanding what your next shot is going to be, and where that shot is going to take you next."

When not hitting the links, or playing rec soccer, Adams can reliably be found showering love and treats on Charlie, his cat who he adopted eight years ago from the Seattle Humane Society. Adams had been thinking about getting a cat, so he made a visit to the animal shelter to see if he was ready to take the leap. Sadly, the day he arrived, all the adoptable cats were off site at an adoption event, so Adams spent a little time with two senior felines who the staff said would likely spend the rest of their days at the shelter. Just as Adams was about to leave, an employee pulled him aside and said that one more cat had just come in.

Brought in as a stray, the staff said they were unsure how friendly the cat would be, but when Adams put a finger into her cage, she came right over and let him pick her up. "I just fell in love with the way that she looked, her tortoise shell coat. I knew right then and there that I wasn't leaving without Charlie, so I filled out the paperwork and she came home with me."

For the first two weeks in her new home, Charlie didn't come out from under the bed unless Adams was gone. "I would lay on the floor and try to coax her out," recalled Adams. Slowly and surely though, over the years she's become increasingly cuddly and nowadays is waiting by the door for Adams when he returns home. "Now she pretty much smothers me every night because she's laying right next to my face. She's my number one buddy."

Now that Adams spends most of his time traveling to Paramount's other properties or working from the corporate office, he doesn't get to spend as much time at the Seattle hotel, but he still has a sense of pride about it and misses the people who he worked alongside for eight years.

Adams said that the common thread he sees as a throughline in Paramount's longstanding team is drive, people who aren't complacent in the day-to-day. "Someone who's intrigued by what else is out there. Someone who has the ability to look beyond just what's in front of them. I always wanted to learn more than what was just handed to me. What else can I do?"

Odds are it will be great. We can't wait to see.

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