Meet the Team: Adam Thomas

Welcome to Meet the Team, a new series in which we’ll showcase each staff member of the Florida’s Sports Coast team. To kick off the series, let’s meet Adam Thomas, CDME, director of tourism. Adam started with Florida’s Sports Coast in September 2017. Since then he has led the destination through a rebrand positioning Florida’s Sports Coast as a niche market for sports tourism, meetings and leisure travel.

When he isn’t in the office, you can find him coaching his son’s baseball team or somewhere on the water. He is from Miami and loves to be near or on the water as often as he can. He is a former pro-baseball player having played for four major league teams such as the San Francisco Giants and the Los Angeles Dodgers.

When it comes to the work environment for the Sports Coast team, Adam says it’s always a fun place to be. He recalls his favorite in-office memory being the Christmas parties and the office white elephant gift exchange the team hosts every year.

While this office knows how to get work done like a well-oiled machine, they also know how to have some fun and enjoy themselves. Adam says the team tackles every topic or problem with a “team mentality” which in turn, is a main motivator for himself.

Let’s take a deeper dive and get to know Adam a little better:

Q: If you could have a superpower what would it be and why?
A: I’d want the ability to help multiple people in multiple situations, in order to help make an impact. I just want to be able to help more and I really don’t need a superpower to do so but that is what I would like. If you asked younger Adam, he’d say he’d want to fly or be the man of steel.

Q: What is your favorite show or movie? And do you have any recommendations?
A: I would highly recommend for people to watch Yellow Stone. The best description I can give, is that it is a modern-day mix between a western and a mob show. I like to watch anything on the History Channel or Discovery Channel. I am really fascinated by the Planet Earth series and seeing how this world is.

Q: Who would play you in a movie about your life and why?
A: Barry Pepper. If you don’t know him, he is the sniper, Private Daniel Jackson, in Saving Private Ryan with Tom Hanks and his unit. I kind of look like him and he also played Roger Maris in 61*. Or maybe even Patrick Swayze, I’m just kidding.

Q: If you had to give your fifteen-year-old self-one piece of advice, what would it be?
A: Be quick to listen, slow to judge.

Q: “Do you have anyone that you look up to or idol?”
A: “Jesus Christ. If I could be just one percent of the man that he is I would be very happy.”