

ADAM LEBEAU

BRANDS & CONCEPTS

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PROFILE

Creative brand leader with 10+ years of experience building and growing hospitality brands. Focused on shaping concepts, visual identities, programming, and experiences people actually interact with, while driving revenue along the way. Collaborative, instinct-led, and hands-on, with a focus on bringing ideas into the real world.

PROFESSIONAL EXPERIENCE

LIGHTNING BAR COLLECTIVE

2015– PRESENT

CONCEPT & BRAND LEAD

OWNER . OPERATOR . CONSULTANT

SKILLS

- Brand & concept development
- Creative direction & taste-making
- Visual identity systems
- Experience & environment design
- Cross-functional leadership
- Brand consulting & advisory

Brand & Concept Leadership

- Launched and evolved multiple hospitality brands and concepts, each shaped around a distinct cultural point of view, visual identity, and guest experience.
- Defined the creative vision across naming, branding, food & beverage programs, interior design, partnerships, and marketing assets – ensuring cohesion across physical spaces, menus, and social presence.

Creative Direction & Collaboration

- Collaborated with designers, photographers, agencies, architects, and operators to bring concepts from idea to real-world execution.
- Bridged creative teams and operators, translating vision into clear direction and consistent guest-facing experiences.

Commercial Impact

- Built brands focused on longevity, relevance, and sustained revenue growth, balancing creative vision with operational realities.

Consulting

- Led brand and creative consulting engagements for hospitality groups across concept development, visual identity, f&b direction, and guest experience.
- Partnered with ownership and operating teams to refine concepts and support openings and brand evolution.