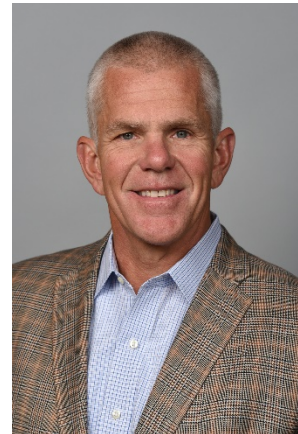

Brice Adamson

*Executive Vice President
Enterprise Fleet Management*

Brice Adamson is Executive Vice President of [Enterprise Fleet Management](#), a full-service vehicle management business and affiliate of [Enterprise Holdings Inc.](#) In this role, Adamson has overall responsibility of the Enterprise Fleet Management business, identifying innovative, cost-efficient partnerships and collaborating with Enterprise Holdings to provide expanded total transportation solutions.

Owned by the Taylor family of St. Louis, Enterprise Fleet Management operates a network of more than 50 fully staffed offices, which manages a fleet of more than 649,000 vehicles in the U.S. and Canada. The business provides full-service management for companies, government agencies, and organizations operating medium-sized fleets of 20 or more vehicles, as well as those seeking an alternative to employee reimbursement programs. Enterprise Fleet Management supplies most makes and models of cars, light- and medium-duty trucks, and service vehicles across North America.



Enterprise Fleet Management and its affiliate, Enterprise Holdings, together offer a total transportation solution, operating nearly 1.7 million vehicles throughout the world and accounting for nearly \$22.5 billion in revenue in fiscal year 2020. Combined, these businesses include the [Car Sales](#), [Truck Rental](#), [CarShare](#), [Commute vanpooling](#), [Exotic Car Collection](#), [Subscribe with Enterprise](#), [Car Club \(U.K.\)](#) and [Flex-E-Rent \(U.K.\)](#) services, all marketed under the Enterprise brand name, as well as travel management and other transportation services to make travel easier and more convenient for customers. The annual revenues of Enterprise Holdings – one of America’s largest private companies – and Enterprise Fleet Management rank near the top of the global travel industry, exceeding many airlines and most cruise lines, hotels, tour operators, and online travel agencies.

Adamson started his Enterprise career in Southern California as a [Management Trainee](#) in 1988 shortly after graduating from Utah State University with a degree in finance. His outstanding work earned him numerous promotions as he moved quickly up the rental ranks before raising his hand for an adventurous new opportunity in Europe. As Vice President and General Manager, Adamson opened and led the company’s newly formed operations in Manchester. In 1999, he took over the reins of the company’s London operations as Vice President and General Manager.

Adamson’s achievements earned him a promotion to Corporate Vice President, and later, Senior Vice President of the United Kingdom and Ireland, where he helped develop the [replacement market](#) for Enterprise. In 2008, the opportunity to return to the States and lead the company’s operations in the Southeast brought Adamson to St. Louis, where his team achieved tremendous success. In 2016, he was promoted to Senior Vice President of Enterprise Fleet Management and placed in charge of overseeing customer service, employee development, growth, profitability and the direction of the operations. Adamson assumed his current role of Executive Vice President of Enterprise Fleet Management in 2019.

Adamson is a member of the board of directors for Pedal the Cause, an annual event that raises money to support cancer research. He is also a member of the American Cancer Society's St. Louis Chapter of CEOs Against Cancer, which strives to raise awareness and funding to lead the fight towards a cancer-free world. Outside of work and serving the community Adamson enjoys golf, sailing, skiing and cycling.