

Adam was born and raised in Johannesburg, South Africa. He began playing piano by ear at the age of 3. By 16 he was performing live professionally, and by 18 he was the musical director for PJ Powers, South Africa's biggest selling female artist. During this time he and PJ were commissioned to compose the election campaign song for Nelson Mandela's ANC Party for the first free elections in South Africa. The song, *Now is the Time*, was performed for Nelson Mandela at his historic inauguration ceremony.

During the four years he acted as P.J. Power's musical director, Adam performed and recorded with all of South Africa's major recording artists. From live TV performances to live radio performances, 80 people capacity clubs to 80,000 people capacity stadiums; Adam toured throughout Africa and the United Kingdom and played with the headliner at a command performance for The Queen Of England.

Adam relocated to Los Angeles to attend *The Musicians Institute*. After three months in LA, he started working as a recording and mix engineer for composer Daniel Licht (*Dexter / Cashmere Mafia*). This sparked a new direction in his compositions - music for picture. From 2000 – 2008, Adam worked full time at *Machine Head Music and Sound Design*, working his way up to become *Machine Head's* Lead Composer.

Over the years, Adam has written for countless commercials such as: *Blue Cross/Blue Shield, Cadillac, Chevy, Chrysler, Cisco, Coke, Cook's Ham, Dodge, Energizer, Excedrin, Farmers Insurance, Ford, Franklin Templeton, GM, Heineken, Honda, Hoover, HP, Jeep, Jose Cuervo, Kaiser Permanente, Kenmore, Las Vegas Tourism, Lincoln Financial, Mattel Barbie, Mattel Polly Pockets, Medical City, Mitsubishi, MTV, Negra Modelo, Nike, Nissan, Pepsi, Pirelli, Red Bull, San Diego Tourism, Scion, Shell, Suzuki, Toyota, Wal-Mart, Whiskers, Xbox, Toyota, Blue Cross Blue Shield, Samsung, Glidden, McCains, Mattel, Smirnoff, Cricket Wireless, GMC and Burger King.*

Adam's songs featured in films include: *Lose Control* and *Take My Hand* for **Raise Your Voice** (Hilary Duff); *Never Again* and *If You Wouldn't Be Mine* for **Edison** (Kevin Spacey, Morgan Freeman and Justin Timberlake) and *Forgiveness, Just Friends* *Jamie Smiles* (with H. Scott Salinas), and *Love from Afar* for **Just Friends** (Anna Faris, Ryan Reynolds and Amy Smart.) Adam's songwriting skills have also crossed over to commercials. His song, *Where'd You Get That*, launched *Mattel's* new *Barbie Fashion Fever Doll*. Schiff has also worked on numerous remixes of artists such as **Seal, The Flaming Lips and Jill Scott**. One of Adam's highlights from 2008 was working with **Michael Jackson** in Vegas, remixing *Thriller* for the *Sobe* Super Bowl spot, which was produced by *The Arnell Group* and starred Naomi Campbell. Sitting down with the original multi-tracks of *Thriller* was paradise! His most recent remix in 2012 is of **Little Dragon's** *Brush The Heat* with KCRW's Jason Bentley.

In 2006, Adam composed the score for the *Pirelli* short film *The Call* for Leo Burnett, Italy. The film was directed by **Antoine Fuqua** and starred **John Malkovich**. Based on the success of the first film, Adam was asked to score *Pirelli's* subsequent 2007 short, *The Game*, which was directed by **Kathryn Bigelow** and starred **Uma Thurman**. Adam scored much of the film *Pool Hall Prophets* that starred Freddie Prinze Jr., Ving Rhames and Roselyn Sanchez. His film and video game contributions include: *Blind Horizon* with Val Kilmer (Lions Gate Films), *The Matrix Reloaded* and *Matrix Revolutions* (Warner Bros.), *Full Spectrum Warriors* video game (Pandemic & THQ), *Blur vs Youtube Mashup* for Activision, via Viral Factory U.K. Recently he wrote two 60 second web spots for *Bump and Flock App*.

He also scored some of the acclaimed documentary *51 Birch Street* (HBO/Cinemax), wrote both songs and score for the documentary *Goal for Life* for *The Global Oneness Project*, scored a visual documentary, *Bhutan*, for Aine Carey and David Emery and the Richard Gere narrated documentary, *Journey From Zanskar* – for writer/director Frederick Marx (*Hoop Dreams*). In 2012 Adam composed, produced and performed the

original score for the Romantic Comedy, *Fanie Fourie's Lobola*, due for theatrical release in 2013.

Adam's recent television work includes the Main Title theme and underscore for OWN's flagship show, *Welcome To Sweetie Pies*. He has also written for *Hell's Kitchen* (Fox), *Freaky Eaters* (TLC), *Kitchen Nightmares* (FOX), *My Fair Wedding* (WE.tv), *Top Gear, USA* (History Channel) and *Face Off* (Syfy).

Trailer music created by Adam has been used in the 2012 *Madea's Witness Protection*, *Sex and the City 2*, *The Amazing Spider-Man*, *Tron: Legacy*, *Ghost Rider 2*, *The Last Airbender*, *Devil*, *The Mechanic*, *Don't Be Afraid Of The Dark*. Adam's new trailer cue library, *Structure Music*, released the first compilation, *Torsion Formula 1* in August, 2012 and is currently featured in *Paranormal Activity 4*, *Alex Cross* and *Parker*.