

Adrian Fortino

General Partner

Adrian Fortino is a General Partner at Mercury, where he leads Mercury's Midwest office in Ann Arbor, Michigan, and focuses on investments in enterprise SaaS, industrial IoT and tech-enabled service companies. Prior to joining Mercury, Adrian was the Managing Director of Detroit Innovate, a seed stage investment fund targeting seed investments in enabling technologies in healthcare, transportation and industrial applications. During this time, Adrian was also the Managing Director of the First Step Fund, a micro-investment, industry agnostic fund focused on seed-stage companies in Southeast Michigan. Prior to Detroit Innovate and the First Step Fund, Adrian co-founded three software companies: Sidecar (acq. by GM), ShepherdIS, and FlockTAG. Prior to founding startup companies, Adrian was the Manager of Powertrain Development with Ricardo, a global engineering consultancy focusing on the automotive, cleantech, military and industrial sectors. Adrian received his BSE in Mechanical Engineering from the University of Michigan and an MBA with High Distinction from the Ross School of Business at the University of Michigan. Outside of Mercury, Adrian teaches venture capital classes at the University of Michigan College of Engineering. He also serves on the board of Michigan Venture Capital Association and the advisory boards of First Capital Fund and the Ann Arbor Entrepreneurs Fund.