

Reference from Katherine Van Hengel, Thruhike CEO

Adam Cooper Bedient is a core part of the Thruhike team, leading front-end development and product design. Since the start, he's played a pivotal role in shaping our platform's architecture, UX, and visual identity. Adam has led major ideation cycles across our marketplace, directory, and interactive map, consistently turning abstract ideas into clear, scalable systems. He brings a rare mix of creative insight and technical rigor, paired with calm, thoughtful leadership. His ability to connect design and engineering has made him essential across cross-functional product conversations. As Thruhike continues to grow, Adam remains at the heart of our platform development, helping us build a beautiful, user-friendly experience rooted in purpose and long-term vision.