

Adrian Fortino is a Partner at Mercury Fund where he leads the industrial transformation investment practice. He's focused on backing industrial and physical AI startups solving critical real-world problems where labor, precision, and resilience matter most. Prior to joining Mercury, Adrian was the Managing Director of Invest Detroit Ventures. Adrian also co-founded three software companies: Sidecar (acq. by GM), ShepherdIS, and FlockTAG. Prior to founding startups, Adrian was a powertrain engineer at Ricardo, a global engineering consultancy focusing on the automotive, cleantech, defense, and industrial sectors.

Adrian sits on the boards of Michigan Founders Fund and Michigan Venture Capital Association. He is a co-founder of the Great Lakes Venture Capital Summit which is a gathering of the leading VC GPs in the Great Lakes region.

Adrian is also an adjunct professor at the University of Michigan College of Engineering where he teaches VC fundamentals courses. 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.