

News Release

Comptroller Brooke E. Lierman Announces New Deputy Comptroller Appointment

Adam Abadir named new Deputy Comptroller for the Office of Public Engagement and Communications

ANNAPOLIS, Md. (January 16, 2025) — Comptroller Brooke E. Lierman has appointed Director of Strategic Communications Adam Abadir to the role of Deputy Comptroller for the Office of Public Engagement and Communications (OPEC). Mr. Abadir fills the position vacated by Maria Robalino upon her departure from the agency in December 2024.

“Adam joined the Comptroller’s Office when I was sworn in, and over the past two years, he has made a deep impact on the agency, helping to support and lead several of our key agency-wide initiatives. Also, during this time, he has built a fantastic team, fostered strong relationships across the agency, and emerged as a thoughtful and dedicated leader,” Comptroller Lierman said. “I look forward to seeing our engagement with Marylanders continue to evolve and flourish under his leadership.”

A native of Prince George’s County and lifelong Marylander, Mr. Abadir began his career in organizing and holds more than a decade of experience in statewide campaigns, including the Good Jobs Better Baltimore, and Raise Maryland initiatives at SEIU 1199, Anthony Brown for Governor, and Donna Edwards for Senate. Mr. Abadir served as Chief of Staff for Baltimore City Councilman Kristerfer Burnett from 2016 to 2019.

From 2019 to 2022, Mr. Abadir served successive Mayoral Administrations in Baltimore City in various leadership roles. As Communications Director for the Baltimore City Health Department during the COVID-19 pandemic, his team garnered international acclaim for innovative health and communication campaigns, improving health outcomes for vulnerable city residents. Mr. Abadir also led the Baltimore City Joint Information Center, where he developed and coordinated interagency and external communications related to public health and safety in Baltimore City. Mr. Abadir helped

steer the Mayor's Office of Government Relations as the Deputy Director of State Affairs.

In 2023, Mr. Abadir became the inaugural Strategic Communications Director for Comptroller Lierman. Mr. Abadir has been responsible for the creative direction of the agency's social media, videography, photography, print, branding, and marketing strategies, working closely with the Media Relations and Public Engagement Divisions to ensure consistent messaging across the agency's public-facing channels.

"The opportunity to serve as Deputy Comptroller for the Office of Public Engagement and Communications is the culmination of my career in public service," Mr. Abadir said. "Comptroller Lierman has assembled an incredibly talented group of Marylanders with the goal of effecting positive change. I am grateful for the opportunity to advance the mission of the agency for the residents of this great state."

Mr. Abadir is an alumnus of Washington University in St. Louis, and holds a Bachelor of Arts in Psychology and Minors in African and African American Studies, and Political Science. He met his wife, Marly Cardona Moz, at his alma mater. They live in Baltimore City with their 10-year-old, one-eyed boxer, Flacco. Adam is a known foodie and will always recommend new restaurants or books to read.



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