



# Kurt Jansen

**STRATEGIC EXECUTIVE | VICE PRESIDENT | DIRECTOR**

**CATALYST | TRANSLATOR | CONNECTOR | DESIGN THINKER**

 856-220-5236

 kurtjjansen@verizon.net

 LinkedIn: KURT-JANSEN-2923803

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## EXECUTIVE SUMMARY

Innovative senior management professional with more than 25 years of experience in both brands and agencies. A combination of creativity in strategic thinking and design, balanced with the pragmatism in execution and problem solving. Experience building cross-functional teams and bridges across the collaborative process, pushing past limitations caused by siloed thinking.

- **A customer-focused, high-impact strategic planner** who takes into account all aspects of human, digital, and physical design philosophies to create experiences that resonate deeply with customers.
  - **A confident, motivational leader and mentor** who inspires team members to think without limitation and deliver above expectations. A collaborator who builds strong, meaningful relationships with external vendors, partners, and team members.
  - **An insightful strategist and disciplined multitasker** who effortlessly blends high concepts and lofty goals into actionable plans. Proven record of managing highly complex projects to on-time, on-budget completion.
  - **A holistic, multi-sensory thinker and storyteller** who understands the power of humanity to inspire creativity. Enjoys connecting brands to their audience to achieve immediate and future goals.
  - **A dedicated diplomatic leader recognized for placing value on fostering and building relationships** to balance company objectives and business deliverables.
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## EXPERIENCE AT A GLANCE



**GMR MARKETING • SENIOR DIRECTOR OF STRATEGY •  
CHARLOTTE, NC | 2019 TO 2024**

*GLOBAL AGENCY CREATING EXPERIENCES AND SPONSORSHIP PARTNERSHIPS BETWEEN BRANDS AND CONSUMERS*



**LOWE'S • DIRECTOR, CUSTOMER EXPERIENCE DESIGN •  
CHARLOTTE, NC | 2016 TO 2018**

*DIRECTOR, EXPERIENCE DEVELOPMENT ACTIVATION (2014 TO 2016)  
\$90 BILLION RETAIL INDUSTRY LEADER IN HOME IMPROVEMENT PRODUCTS AND SERVICES*



**KUBIK MALTBIE • VICE PRESIDENT OF OPERATIONS •  
MOUNT LAUREL, NJ | 2008 TO 2014**

*TURNKEY SERVICES THAT CREATE EXTRAORDINARY EXPERIENCES FOR MUSEUMS, VISITOR CENTERS,  
AND SPECIALTY PROJECTS WORLDWIDE*



**HARLEY-DAVIDSON MOTOR COMPANY • EXHIBITS MANAGER, HARLEY-  
DAVIDSON MUSEUM • MILWAUKEE, WI | 2001 TO 2008**

*DESIGN MANAGER (1999 TO 2001) PROJECT COORDINATOR (1994 TO 1998)  
\$5.25B PIONEER AND LEADER IN MOTORCYCLE MANUFACTURING INDUSTRY*

# PROFESSIONAL EXPERIENCE IN DETAIL

## GMR MARKETING

CHARLOTTE, NC | 2019-2024

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### SENIOR DIRECTOR OF STRATEGY

Led the strategy for growth of business for world class brands, bridging the divide between insight, foresight, and action by orchestrating consumer-centered strategy and developing substantiated POVs for clients. Led identification opportunities to constantly improve the quality of thinking applied to client business.

#### Experience and Brand Strategy

- Strategic lead for agency's largest account, responsible for strategic planning, consumer segmentation, data insights creation and stakeholder collaboration to help drive organic growth across diverse lines of business.
- Developed and led experiential strategies to drive go-to-market efforts for Comcast's Xfinity brand across several key lines of business including Xfinity Rewards, Brand Partnership, University and Regional activations.

#### Partnership Strategy

- Led the planning and strategy development to drive ideation and concepting for the 2024 Comcast Business Experiential Strategy, laying out the vision for Comcast experiential marketing program to deliver on both brand growth and revenue growth objectives.
- Change agent driving new and differentiated partnership strategy and activation approach for one of the largest national Medicare insurance providers; Humana, by building a consumer/athlete approach for their largest partnership opportunity, the National Senior Games.
- Led strategic shift for Capital One's trade show activation strategy specifically focused on small business initiatives aligning to key advertising campaign.
- Partnered with agency's largest account to derive deeper insights based on the business dynamics to identify unique and differentiated partnership opportunities for consumer engagement and activation.

## LOWE'S

CHARLOTTE, NC | 2014-2018

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### DIRECTOR, CUSTOMER EXPERIENCE DESIGN (2016 TO 2018)

#### DIRECTOR, EXPERIENCE DEVELOPMENT & ACTIVATION (2014 TO 2016)

Led the build out of visionary team, focused on big picture (human-centered design and Lowe's brand) for prioritized initiatives. Identified opportunities to drive ideal-state experience, aligning existing enterprise initiatives with targeted roadmaps across digital, human and physical platforms. Infused research and data analysis to design and co-create customer-focused, outcome-based, interactive customer experiences for top business goals.

#### Omni-Channel Strategic Planning and Execution

Established long-term Experience Road Map using Omni-channel planning and process development methods to pinpoint bold, creative solutions for seasonal initiatives (e.g., Spring-Outdoor, Holiday-Trim a Tree).

- Partnered and contributed with key merchant to drive \$40M+ retail growth in "Trim a Tree" over 2 years.

- Partnered with key merchants and functional areas to drive \$20M revenue gain in 2016 impacting \$60M+ total growth.
- Introduced project solutions that yielded 15% and 27% growth over 3 years.

### **Innovative Creative and Cost- Effective Solutions**

Proposed outside-the-box solution for cost-prohibitive visual prop “JOY” by initiating and positioning display as product for sale while functioning as a prop. Tested 3 in each store as first-time product offering and part of the holiday experience.

- Achieved 26% average margin and 96% sell-through as of 1/2017.
- Led to unexpected and unplanned \$1M+ in sales.
- Influenced 5,000+ organic Instagram posts and “Likes” from pictures with “JOY” as backdrop.

### **Customer Engagement Increase**

Established in-store experience to unify customers’ 4 key interests: relaxing, dining, entertaining, and cooking. Created holistic, in-store Spring vignette that included new incorporation of grill into the mix highlighting outdoor kitchen concept.

- Expanded grill into all 1,735 stores from original 350-store target.
- Captured YOY increases in Grill (67%), Sink/Bar (79%), and Fridge (20%).
- Proved customer tolerance for wait time on delivery for SOE high-end product.

## **KUBIK MALTBIE**

MOUNT LAUREL, NJ | 2008-2014

### **VICE PRESIDENT OF OPERATIONS**

Led execution of full-cycle museum fabrication projects, including Project Management, Graphics, Interactive, and Drafting/Engineering Department teams and external sub-contractors. Provided operational financial oversight for \$20M organization.

### **Internal Culture Change**

Leveraged time to understand history, identify gaps, and challenge status quo thinking in operations, including process-based and people-driven issues. Aimed to diversify skillsets and minimize need for outsourcing initiatives—leading to higher efficiencies in operations and design

- Expanded Interactive team from 2-7 to support Maltbie positioning as industry leader
- Converted Interactive team by 75% to support innovative-growth-succession plan
- Increased size of PM team 2x in 6 years and converted Design/Engineering by 90%.

### **Continuous Process Improvement**

Decentralized process for project progression by establishing core team (representing each group within the company) to centralize discussions on project, status and completion. Prioritized resources through centralized, accessible documentation.

- Streamlined operations and improved communication for work priority tracking.
- Established weekly labor reports to anticipate current/future shop fabrication trends.
- Implemented central point to manage shop labor, reversing previous issues.

### **Labor & Resource Optimization**

Established plan to increase talent in shop, supporting future Interactive expertise growth.

Fostered relationships with key external talent pools; balanced talent-specific fabrication needs.

- Instituted robust talent model that allowed for cross-pollination of skills and expertise.
- Generated time and cost savings through relationships with external resources.

**EXHIBITS MANAGER, HARLEY-DAVIDSON MUSEUM (2001 TO 2008)****DESIGN MANAGER (1999 TO 2001) / PROJECT COORDINATOR (1994 TO 1998)**

Positioned as an industry pioneer and change agent in melding differentiated, impactful design, product exhibition, and human interaction with and immersion of a brand. Advanced through Retail Environment Group serving in 3 roles, ending as Manager of U.S. Retail Design Program. This led to becoming founding core member of the Museum Design and Content Development team to create a first-class, ground-breaking museum experience for Harley-Davidson.

**Facility Design & Memorable Experiences**

Orchestrated multi-sensory, interactive experiences that forged connections between multi-generational groups with a shared enthusiasm for motorcycling in the retail and museum environments.

- Pioneered vibrant world class, first-of-its-kind customer experience of preeminent motorcycle brand through development, creation, and opening of state-of-the-art 40K-sq.-ft. of exhibition space as part of a 21-acre site and 130K-sq.-ft. museum facility on-time, under-budget.
- Design built on anticipated annual attendance of 325,000 visitors a year that engaged and generated brand relevance for core enthusiast and future riders alike
- Influenced museum design of 130K-sq.-ft. building (rare in the museum environment). Partnered extensively with architectural design/construction lead in creating highly detailed plan for design, development, and delivery.
- Facilitated all coordination of MEP integration into museum impacted by exhibit design and execution

**Financial**

Enabled prioritization of design elements and leveraged cost-saving solutions through highly detailed planning for design, development and delivery.

- Built and managed a \$14M exhibit production budget, including \$4.5M budget for media production/hardware, lighting, and computer interactive design.
- Negotiated, managed, and implemented \$1.3M contract for exhibit design services and \$6.8M for fabrication and installation services.
- Managed and oversaw \$1.3M annual budget for Retail Design program that created design direction and standardization for dealership design in U.S. market.

**Leadership**

Directed interdisciplinary team of retail and museum designers, architects, curators, consultants, and fabricators

- Led Retail Design Team through tremendous growth period averaging \$100M - \$150M construction annually.
- Co-led design, development and introduction rollout of \$1.5M Harley-Davidson Branded Fixture Program.
- Grew, supported, and enforced design direction and standardization for privately owned, independent Harley-Davidson dealers allowing in dealership environments for individualism while balancing corporate goals against independent dealer investments and brand representation.

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## **EDUCATION**

### **BS in Marketing & Business Administration**

University of Wisconsin-Milwaukee | Milwaukee, WI

### **Museum Studies Certificate**

Northwestern University | Chicago, IL

### **AFS Exchange Student Program, 1 year**

PABO | Doetinchem, The Netherlands

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## **KEY COMPETENCIES**

Strategic Expertise | Customer Experience Modeling and Activation | Brand and Partnership Strategy |

Financial Acumen | Human Centered Design | Exhibit Design and Build | Facility Design and MEP

Coordination | Servant Leadership | Storyteller