




# CharlieKautz

## STRATEGY • CHANGE • MARKETING PROFESSIONAL

I'm a creative, entrepreneurial professional with a proven track record of leading cultural transformation and strategic business model innovation through a process of simplifying organizational structure, and inspiring employee engagement and experimentation. I have industry-leading expertise in digital marketing storytelling with experience designing and implementing robust media strategies resulting in increased brand and product awareness, authentic consumer relationships and exponential audience growth. I am passionate about enabling ideas and change.

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 Grand Rapids, MI

 in/charleskautz

### PROFICIENCIES

Marketing & Communications

Organizational Development

Content Creation

Project Management

Change Management

Copywriting & Editing

Corporate Learning

### PORTFOLIO

charliekautz.com

### EDUCATION

M.A., Organizational Change Leadership  
**Western Michigan University**  
2016-2018

B.A., Journalism & Communications  
**University of Iowa**  
2005-2009

### WORK EXPERIENCE



ADIDAS

#### MANAGER, BUSINESS TRANSFORMATION

JANUARY 2016 - PRESENT

- Support cultural transformation efforts in the U.S. to drive innovation, creativity and organizational resilience
- Facilitated company's groundbreaking transformation campaigns including adidas Innovation Academy and Management Hackathon, engaging 3,500 employees and generating \$25M in new revenue
- Consult and partner with cross-functional business leaders and non-hierarchical teams to solve critical problems, manage special projects and catalyze change
- Lead all facets of internal employee innovation/ ideation management software platform
- Responsible for design, planning and facilitation of corporate innovation training program as part of adidas' onboarding continuum in the region



SEVENFOLD CONSULTING

#### MARKETING & MANAGEMENT CONSULTANT

JANUARY 2015 - JANUARY 2016

- Served primarily as independent management consultant to adidas Group North America, supporting internal marketing and communications for innovation initiatives
- Championed adidas' corporate accelerator designed to upskill employees and generate breakthrough opportunities
- Offered strategic consulting services to secondary client organizations at a broad spectrum of scale and industry, including start-ups in CPG, food and beverage, and energy



TAYLORMADE GOLF

#### MANAGER, INNOVATION

MAY 2013 - JANUARY 2015

- Led organizational development program designed to accelerate distributed leadership and shape new global business strategies, including entry into outlet retail
- Appointed as project manager for \$5 million open innovation campaign aimed at reinventing golf
- Conducted strategic research and analysis reporting directly to executive management

#### MANAGER, GLOBAL MARKETING

JANUARY 2011 - SEPTEMBER 2013

- Responsible for developing and driving the success of global digital marketing and online community management for \$1.8B portfolio of four equipment and apparel brands
- Created inventive social media campaigns that met brand objectives, generated consumer demand, demonstrated ROI