



THOMAS KORTHUIS

SOLUTION ARCHITECT

PROFESSIONAL SKILLS

Integration Design
User Experience Strategies
User Interface Strategies
Lean Startup Principles
Agile software development
DevOps
Creative Direction
Emerging Technologies
Brand Innovation
Digital Media Strategies
Product Design & Development
Ideation
Video Production

PERSONAL SKILLS

Creative spirit
Reliable and professional
Interpersonal relationships
Organized
Team leader
Accelerated learner
Early technology adopter

LANGUAGES

English
Dutch
German
Developer

EDUCATION, AWARDS & CERTIFICATIONS

OpenSAP Integration & Intelligent Enterprise Achievement | Dec 2018
Startup Grind/Google for Entrepreneurs Global Conference Startup Showcase | Oct 2016
Firespring Fund Recipient | Jun 2016
Stedelijke Scholengemeenschap Zutphen, The Netherlands | 1993-99

CONTACT

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Thomas takes 15+ years of experience in marketing communications, visual & interactive design, web development, automation solutions, creative direction, and customer experience to craft the DNA of a brand, from products to social impact-focused global brands.

WORK EXPERIENCE

CREATIVE & MARKETING DIRECTOR, SOFTWARE DEVELOPMENT ENGINEER

Comentec LLC | Apr 2018 - Jul 2020

Industry: Integration Consulting

- Established core KPIs & per-campaign KPIs compiled into custom Business Intelligence dashboard to track KPIs and per-campaign dashboards to track 19M+ in prospecting revenue from campaigns
- Launched multi-channel marketing campaigns increasing net-new customer revenue from 10% to 58%
- Revived an 8-year-old brand
- Accelerated brand awareness & trust through marketing strategy and campaign initiatives
- Directed product and two development teams ensuring brand value delivery across all customer touchpoints
- Spearheaded product marketing strategy for core platforms incl. SAP HCM, SuccessFactors Employee Central, SAP CPI and custom solutions development leveraging SAP Infoporter, SAP Fiori, SAP Web IDE

DIRECTOR, TECHNOLOGY AND INTEGRATION CONSULTANT

International Business innovation Association | Nov 2016 - Dec 2017

Industry: Non-profit

- Systematically migrated 23 years of membership data onto cloud platforms to enable true business integration
- Simplified the system architecture and integrated six newly established cloud platforms enabling centralized access to critical membership data across Salesforce, WordPress, Quickbook, Slack, HubSpot, and Mailchimp
- Established agile, scrum-based development sprint cycles, created a CI/CD pipeline process built with GitLab & Docker to establish one centralized process, standardizing the pushing, testing and ultimate deployment of production code
- Reduced technology stack costs by 60% by migrating away from antiquated, expensive systems onto cloud platforms

RELEVANT WORK EXPERIENCE

Deep experience in leading cross-functional teams

Managed a multi-million dollar book of business in SaaS industry

Inherent application of Agile and Lean fundamentals in projects

Extensive expertise on how to leverage technology to explain, simplify and solve complex business concepts and problems

VOLUNTEERING WORK

TEDxOrlando | Arts & Culture Communications Chair

Clinics on Wheels | Humanitarian Brand Strategy

Talent4Startups | Startup Education Brand Director

CECO Reverse Pitch | Science/Health Co-organizer

Lean Startup Meetup | Facilitator, Speaker and mentor

WHS | Humanitarian Builder & automation asset tracking consultant on Texas Relief project

PERSONAL ODDS AND ENDS

Cooking fanatic
Guitar builder & will sing when forced
Home automation junkie
Raspberry Pi enthusiast
Grew up in Holland (the one in Europe, not the one in Michigan)

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WORK EXPERIENCE (CONT'D)

DIRECTOR, INTEGRATION AND CREATIVE CONSULTANT

World Housing Solution Inc | Jun 2016 - Apr 2018

Industry: Defense and Humanitarian

- Headed creative & marketing initiatives
- Executed business automation implementation
- Expanded trade show outreach and operated 3 trade show booths
- Solidified and managed sponsorship opportunities
- Developed two automations to simplify US government contract monitoring
- Managed branding & marketing on purpose-driven initiatives including sending three portable, off-grid medical units and one clinic to areas affected by hurricane Irma and Harvey

DIRECTOR, SR. BRAND STRATEGIST AND PRODUCT UX/CX LEAD

SQYGL Inc | Mar 2016 - Mar 2017

Industry: Travel Technology

- Developed new brand from the ground up and expanded the beta membership cohort from a handful to over 400
- Led UI/UX prototyping and development across 3 versions of the product and automated new member onboarding
- Secured 25K of angel investment with a 200K milestone match
- Worked to secure partnerships in the travel industry with companies like Concur and AAA and interfaced with an advisory board consisting of 8 travel and technology industry heavy hitters to set and manage expectations
- Graduated from the advanced 12-week early-stage business accelerator focused on learning and implementing lean and agile business concepts

MANAGER, SR. BRAND STRATEGY & PROJECT TECH LEAD CONSULTANT

Informulate LLC | Nov 2015 - Nov 2016

Industry: Software Development

- Revamped core brand and two sub-brands and directed creative and web development team to create consistent brand experience across platforms
- Proven ability to translate and communicate stakeholder requirements of software development projects and various system architectures on key accounts as the project tech lead
- Oversaw user experience quality while leading a 10 person development team through the development life-cycle and integration project delivery
- Launched multiple prototype projects to experiment with emerging code languages & platforms meant to elevate team collaboration, trust & knowledge

COFOUNDER AND CREATIVE DIRECTOR

Move2Create Inc | Dec 2004 - Apr 2018

Industry: Creative and Branding

- Co-founded the creative and branding agency and took agency from a one-person startup web design agency to a 12 person full-service creative agency including web design/development, brand strategy, video & audio production
- Piloted agency in working with brands like Stanford University, Florida Institute of Technology, TEDx, Red Bull, Cox Events Group, US Economic Development Administration and many more
- Guided agency standards for design aesthetic while driving the ideation, creative direction & execution of agency projects
- Managed, motivated a network of 20+ creative sub-contractors to bring in as-needed on projects and a team of local and international product designers, web developers, and digital media specialists
- Oversaw client presentation concepts ensuring marketing initiatives translated into successful design strategies
- Crafted unique and authentic copywriting
- Built a strong internship program mentoring teams of 3-6 creative interns