

CONNECT

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PLAN, IMPLEMENT, EVALUATE.

KRISTIN LYNN KAUTZ, CPSM

At my core, both personally

and professionally, I am an idea champion, a momentum cheerleader, a creative over-producer, and fiercely protective of talent, time, and resources (both mine and yours!). Synergistic and efficient, my ability to integrate a variety of thinking styles creates a cohesive balance of the big picture with essential details. I am most successful working on projects that allow me to merge highly creative ideas and methodical approaches. What I love to do intersects with what I am good at when I plan comprehensive, thoughtful, and creative marketing and business development campaigns; message multiple, over-lapping corporate initiatives that drive positive workplace culture; execute strategically aligned and targeted tactics; maximize advantages of appropriate distribution platforms; and, track and analyze key performance metrics measured over the lifespan of long-lead, progress-oriented goals.



Seek better. Strive for 360 vision. Make iterative progress. Capitalize on results. Trust your team.

MEET THE MARKETER

1.

THREE WORDS THAT DESCRIBE YOU

Strategist, protector, visual.

2.

MY DREAM INVENTION

A transporter of course... going from here to there - anywhere - in the blink of an eye. No traffic! Instant vacation! Immediate time travel, yes! We would never miss a moment again.

3.

FAVORITE MOVIE

Thomas Crowne Affair. I want to be Catherine Banning!

4.

CAREER DEFINING MOMENT

Most recently, leading a high-performance marketing and sales team to help grow our firm from \$80M to \$300M in four years. We did more in that time frame than all the previous 23 years combined. I am so proud to be a part of their success.

5.

MOST UNIQUE PERSONALITY TRAIT

I've been told my honesty is shocking, yet funny.

6.

FAVORITE PHRASE

"For the record..."

25

Regional and National AEC Marketing Design Awards in Five Years

ABOUT JAM IDEA AGENCY

JAM Idea Agency is a multi-talented, creative consulting team that can't wait to help you move the marketing needle towards real success. Marketing should support operations and drive results. Everything we do is tied directly back to your business goals. We can talk big-picture strategic initiatives and also implement step-by-step tactics. Our marketing makes a difference.

We always strive for purpose over popularity. What you do and why is critically important to you, your employees, and your clients. You are unique. You are special. Your marketing should be too. Just because something works for someone else, does not mean it will work for you. Let's find your exact equation for success from promotion through operations. We create results that matter to you with marketing that has meaning.

We have jammed with a wide range of organizations including art/cultural, hospitality, non-profit, accounting/finance, real estate, architecture, engineering, and construction.

#JAM. #Abandon sameness. #Reject mediocrity. #Break ordinary.



ABOUT KRISTIN

With 25 years of experience, Kristin specializes in marketing and business development communications [both strategic and tactical] for B2B and B2C organizations. This includes sales and process development, client stewardship, brand materials management, planning and maximizing budgets, public relations, and research. She is able to generate measurable and definitive results in the pursuit of overarching strategic initiatives by planning, implementing, and evaluating the creative concepts - from origin to completion to distribution - that achieve them.

CREDENTIALS

EDUCATION // TRINITY UNIVERSITY
Bachelor of Arts (BA), Art, Political Science

CERTIFICATION // CERTIFIED PROFESSIONAL SERVICES MARKETER
Society for Marketing Professional Services

AWARD // MARKETING EXCELLENCE
Society for Marketing Professional Services

AWARD // 40 UNDER 40 TO WATCH
Building Design and Construction

PREVIOUS EXPERIENCE

**DIRECTOR OF MARKETING
LJA ENGINEERING**
Southeast USA

**DIRECTOR OF CORPORATE MARKETING
JONES|CARTER**
Houston, Texas Area

**DIRECTOR OF MARKETING
PHILOWILKE PARTNERSHIP**
Houston, Texas and El Paso, Texas

**DIRECTOR OF MARKETING & PR
GEORGIA O'KEEFE MUSEUM**
Santa Fe, New Mexico

**DIRECTOR OF MARKETING & GRAPHICS
BERMELLO AJAMIL AND PARTNERS**
Miami, Florida

**MARKETING PROFESSIONAL
HOK**
Houston, Texas

SPECIALTY PRESENTATIONS

- Strategic Planning
- How to Write a Marketing Plan
- How to Write a Business Development Plan (Plan, Implement, Evaluate)
- Discover Your Differentiators: Branding for Firms and Individuals
- Business Development 101 and How to Win a Project
- Marketing vs. Business Development
- How to Be a Proactive Marketer
- Permission Based Marketing
- Social Media for AEC Firms
- Employee-Driven Marketing