

CHIEF EXPERIENCE OFFICER CHUTE GERDEMAN, INC. | COLUMBUS, OH USA

The Chief Experience Officer (CXO) is a key leadership position within the agency, connecting the customer experience at every touchpoint with the agency's creative expertise. The CXO is a fervent advocate for the embrace and seamless blend of the physical and digital experience, bringing a consultative and real-world mindset to branded ecosystems. Collaborating with the Innovation & Strategy, Creative, and Implementation Studios, the CXO strategically influences every step of the consumer journey, creating a physical experience that surprises and delights shoppers and achieves the goals and business performance metrics of our clients and partners.

THE CHIEF EXPERIENCE OFFICER IS:

- A visionary business leader with forward-thinking solutions that challenge the conventional and disrupt the status quo.
- A subject matter expert at the confluence of technology and consumer behaviors, bridging physical and digital experiences to create immersive digital touchpoints within stores.
- Passionate and dynamic, able to engage and bring along others with positivity and energy.
- Equipped with the mindset and toolbox to understand exactly what shoppers need and want, with respect not to just what is delivered today, but what could surprise and delight them tomorrow.
- Entrepreneurial at heart, able to ideate and create the larger vision, drive change, and activate strategies that achieve the desired results.
- An industry expert, knowledgeable across categories with a deep understanding of the current multi-channel retail landscape.
- Passionate and collaborative, with a proven track record to foster a culture that promotes empowerment, inclusivity, and growth.

RESPONSIBILITIES:

- Develop the information architecture and framework that will inform creative solutions and allow the organization and our clients to make fact-based decisions as it relates to immersive digital technology.
- Develop insight-driven strategies for omni-channel retail, digital retail integration, e-commerce, and social media projects, with technology and financial responsibility for the planning and implementation of solutions.
- Develop methodology for design, development, and delivery of digital projects within the established creative design process.
- Drive business growth through the development and execution of transformative innovations and solutions that complement and parallel traditional brick and mortar channels.
- Champion and inspire the creative studio and design process, providing value added expertise and support in the development of creative design solutions that embrace innovative technologies.

- Identify and build relationships with strategic partners for digital content development, software development, audio and video design and integration, content management solutions, and custom fabrication and installation.
- Partner with organizational leadership to identify, develop, and implement strategic solutions for obstacles and opportunities for innovation so the business continues to grow.
- As part of the leadership team, manage and influence the ongoing financial performance to generate year-on-year revenue growth.
- Build a strong partnership with Business Development leaders to develop the new business pipeline, driving strategic bets, informing target and aspirational goals, and participating in pitching and winning new business.
- Act as a trusted advisor to key clients, successfully cultivating value added relationships and extending business through strong account management.
- Uncover and mine new opportunities via our existing network and 3rd party partners.

REQUIREMENTS:

- 15+ years strategic consulting within digital/technology in an agency or corporate setting.
- Deep expertise and understanding of the end-to-end consumer journey.
- Proven understanding and practical experience shaping branded, multi-sensory shopping experiences, organically blending technology within the physical space.
- Ability to conceptualize and implement a digital/technical experience that is organically connected to the physical space.
- Strong understanding of the competitive landscape as it relates to the application and integration of digital/technology to physical spaces.
- Able to successfully analyze internal capabilities and identify and activate digital/technology opportunities with existing and future clients.
- BA/BS degree, or equivalent professional experience.
- Ability to travel as needed.
- Residence within the Columbus, OH metropolitan area is strongly preferred for this position.

APPLY TO OUR WEBSITE:

<https://www.chutegerdeman.com/careers/>

MAILING ADDRESS:

Chute Gerdeman Inc., Human Resources
455 S. Ludlow Street
Columbus, OH 43215

Chute Gerdeman, Inc. is an Equal Opportunity Employer.