

CHIEF INNOVATION & GROWTH OFFICER CHUTE GERDEMAN, INC. | COLUMBUS, OH USA

The Chief Innovation & Growth Officer (CIGO) is a key leadership position within the agency, working to innovate and re-invent the customer experience at every touchpoint. The CIGO 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.

Partnering with and guiding Business Development, the CIGO leads the charge to identify and develop service offerings that compliment and expand existing capabilities, so the business continues to grow.

Collaborating with the Innovation & Strategy, Creative, and Implementation Studios, the CIGO 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 INNOVATION & GROWTH OFFICER IS:

- Visionary business leader with forward-thinking solutions that challenge the conventional and disrupt the status-quo.
- Innovation driver for the confluence of technology and consumer behaviors, bridging physical and digital experiences to create immersive digital touchpoints.
- Passionate, charismatic 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, ability to ideate and create the larger vision, drive change, and activate strategies that achieve the desired results.
- Industry expert that is knowledgeable across categories and has 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.

THE CHIEF INNOVATION & GROWTH OFFICER 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 the consumer experience.
- Develop insight driven strategies for omni-channel retail, digital retail integration, e-commerce, and social media projects that complement and parallel traditional brick and mortar channels.
- 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.

- Lead the charge 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 team to develop the new business pipeline, driving strategic bets, informing target and aspirational goals, and oversight 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/tech in 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.
- Strong understanding of competitive landscape with the ability to analyze internal capabilities, identify, and activate opportunities with existing and future clients.
- BA/BS degree, or equivalent professional experience.
- Ability to travel to as needed.
- Residence within the Columbus, OH 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.