

KURTIS RUDD



Profile Summary:

Kurtis Rudd is a distinguished marketing executive with over three decades of industry leadership, currently leading KReactive branding solutions as CEO. Known for his strategic acumen and innovative approach, Kurtis has consistently driven growth and transformation across the Caribbean marketing landscape. His expertise in integrating digital innovations and AI-driven analytics with traditional marketing wisdom positions him as a forward-thinking leader in the industry.

Professional Experience:

- **KReactive branding solutions, CEO and Principal Consultant:** Kurtis leads KReactive with a strategic focus on helping Caribbean organizations adapt and compete through the practical use of AI and digital tools. His work delivers culturally relevant strategies that drive measurable business results. He is also the Founder of CaribbeanAIM, an initiative focused on building AI capability in Caribbean marketing while strengthening human judgement and creativity.
- **Senior Lecturer at UWI-ROYTEC:** Kurtis is dedicated to educating the next generation of marketers, emphasizing the transformative power of AI and the integration of digital technology into foundational marketing strategies to prepare students and professionals for the evolving business landscape.

Key Contributions:

- **Strategic Marketing Leadership:** Kurtis has been instrumental in reshaping marketing strategies through innovative use of technology and comprehensive market analysis, enhancing brand visibility and engagement across various sectors.
- **Digital Innovation Advocate:** As a proponent of digital transformation, Kurtis advocates for the smart integration of technology in marketing, including the use of AI, to enhance decision-making and marketing efficiency.
- **Educator and Industry Mentor:** Through his academic and professional engagements, Kurtis nurtures the development of future marketing leaders, emphasizing the importance of both strategic thinking and digital fluency.

Vision for Marketing Leadership:

Kurtis envisions a Caribbean business ecosystem, where strategic marketing leadership, fully integrated with digital technologies and AI-driven marketing strategies, are not just an option but a fundamental component of business strategies.

His mission is to guide businesses through these transformative times, demonstrating how effective integration of technology and traditional marketing principles can transform business practices to achieve unprecedented levels of market engagement and business growth.





KURTIS RUDD, MBA.

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See LinkedIn for detailed profile:

<http://www.linkedin.com/in/kurtis-rudd-kreative>



"My outstanding competencies enable me to KReatively add value to brands & businesses to achieve their goals".

SUMMARY OF EXPERIENCE & COMPETENCIES

- **CEO and Senior Marketing Executive** with experience in **Strategic Planning, Management, Tourism, Marketing, Advertising, Communications, P.R., Media, Sales** and **AI-driven Marketing**.
- In-depth expertise in leveraging **consumer insights** to drive **strategic business decisions** and enhance **organizational growth**.
- Skilled in **integrated marketing** and **sales strategy development**, with a focus on **brand growth, customer engagement** and **market expansion**.
- Experienced in managing **cross-functional teams** and **multi-brand portfolios**, creating **synergies** while maintaining **unique brand identities**.
- Proficient in **financial planning** and **budget oversight** for **multi-million-dollar campaigns**, ensuring **efficient resource allocation** and high **ROI**.
- Cross-cultural expertise managing campaigns across **17 Caribbean markets**, working fluently with **diverse languages** and regions.
- Strong **stakeholder engagement** and **partnership-building skills** with **government, media, and industry collaborators**, driving **visibility** and **strategic advantage**.
- Dedicated to **customer experience innovation** and **proactive service enhancement**, anticipating and meeting **client needs** for **superior satisfaction**.
- Dynamic **leader and coach**, fostering **high-performing teams** and sharing **best practices** as a **lecturer** and **business advisor**.

WORK HIGHLIGHTS & ACHIEVEMENTS

- **AI Education & Webinars:** Designed and facilitated AI marketing training and webinars across the Caribbean, helping professionals and businesses embrace AI tools for competitive advantage.
- **Tourism Brand Leadership:** As CEO of Tourism Trinidad, developed strategies that boosted international arrivals and positioned Trinidad as a premier destination. Built partnerships with key stakeholders to drive tourism growth and brand visibility.
- **Regional Market Success:** Directed marketing for KFC, Pizza Hut, and TGI Fridays, achieving increased brand equity and market share across diverse Caribbean markets.
- **Strategic Marketing & Recovery:** Launched TSTT's Blink Vigilance service and led recovery campaigns for KFC, restoring consumer confidence and stabilizing sales after industry disruptions.
- **Partnerships & Sponsorships:** Managed high-profile sponsorships, including the KFC Cup and Shell Cricket Academy, enhancing brand visibility and engagement.
- **Product Launches & Rebranding:** Led rebranding for SWMCOL and Courts, launching successful product lines like extended warranties and computers, driving customer acquisition.
- **Supplier & Agency Management:** Established regional supplier appraisal systems for Shell Caribbean, ensuring consistent quality and operational efficiency.
- **MSME Development:** Delivered marketing and export workshops for MSMEs across the Caribbean, empowering small businesses for sustainable growth.

KEY CAPABILITIES & SKILLS

- AI-Driven Marketing • Business Development & Market Expansion
- Brand Management • Strategic Marketing • Destination Marketing
- Brand Positioning • Sales Planning • Advertising & Sales Promotions
- Budget Planning & Financial Management • Product Lifecycle & Portfolio Management • Digital Marketing • Customer Experience & Relationship Management • Market & Consumer Research • Tourism & Hospitality Marketing • Sponsorship & Stakeholder Engagement
- Regional Sales Channel & Distribution Planning • Communications & PR Planning • Merchandising • Product Sourcing & Pricing Strategy
- Media Relations • Event Planning • Partnership Management



Experience & Qualifications

*"Managed several Global Brands
Locally & Regionally."*

WORK EXPERIENCE

CURRENT

CEO - KReative branding solutions
(2009 - Present)

FOUNDER & CEO - CaribbeanAIM
(2023 - Present)

SENIOR LECTURER - UWI ROYTEC
(2009 - Present)

CHAIRMAN - The Security Zone (TSZ)
(2007 - Present)

PREVIOUS

CEO - Tourism Trinidad Limited

CEO - Graphix Advantage Limited

VICE PRESIDENT MARKETING -
Prestige Holdings Ltd.

REGIONAL BRAND MANAGER -
S.M. Jaleel & Company Ltd.

**REGIONAL BRAND &
COMMUNICATIONS MANAGER -**
Shell Caribbean & CA.

**PRODUCT MARKETING
MANAGER -** Courts Trinidad Ltd.

**SENIOR CORPORATE
COMMUNICATIONS OFFICER -**
Guardian Life

PAST/PRESENT CLIENTS

- TSTT
- Restaurant Holdings Limited (Burger King, Popeye's)
- Police Credit Union (PCU)
- ExportTT
- Yes Careers/CiteUp
- UWI-ROYTEC
- TAS/Massy Motors
- Carpenters' Edge
- The Security Zone (TSZ)
- Several Other Misc. Clients.

FORMAL EDUCATION

Henley Management College, UK
Master of Business Administration
(M.B.A.), General Management

**London Chamber of Commerce &
Industry (LCCI)**
Group Diploma - Public Relations,
Marketing and Advertising

University of The West Indies
Public Relations, Marketing and
Advertising

University of The West Indies
Mass Media and Communications

**Germain School of Photography,
Center for Media Arts, New York,**
Professional Photography

Fatima College High School
O Levels/CXC

Newtown Boys RC.

TEACHING EXPERTISE

Lecturer for UWI-ROYTEC & UNB
Bachelor's Degree Programmes in:

- Strategic Planning
- Marketing Management
- Principles of Marketing
- Digital Marketing & E-Commerce
- Global Marketing
- Contemporary Issues in Marketing
- Services Management & Marketing
- Marketing Research
- Customer Satisfaction & Loyalty
- Consumer Behaviour
- Integrated Marketing Communications
- Export Market Entry

RELEVANT COURSES

- AI For Business Fundamentals - AI For Business (AI4B)
- Artificial Intelligence and Business Strategy- LinkedIn
- AI Essentials for Marketers- LinkedIn
- Building an Integrated Online Marketing Plan - LinkedIn
- Online Marketing Fundamentals - LinkedIn
- International Marketing Fundamentals - Lynda.com
- Brand & Communications Techniques Workshop - BUENOS AIRES, ARGENTINA
- Developing Customer Value Proposition - MIAMI, USA
- Project Management for Success MIAMI, USA
- Marketing & Communications Techniques -MIAMI, USA
- Brand & Communications Techniques - MIAMI, USA
- Marketing Activity Planning Workshop - MIAMI, USA
- Finance for Non-Finance Managers - PUERTO RICO
- Strat-o-cution Workshop - USA
- Consumer Insights Workshop - DALLAS, USA
- Marketing Calendar Planning Workshop - KENTUCKY, USA
- Leadership Training for Managers -DALE CARNEGIE
- Speech Dynamics - UWI
- Project Management and Implementation for Marketing Professionals - UWI ROYTEC