

# KURT RECKZIEGEL

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*Marketing leader with 15+ years building and stewarding consumer brands across B2C & B2B, agency & in-house, startup & global. I work at the intersection of brand, product, and consumer understanding, and I run marketing functions that move the business as much as the brand.*

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*Brand strategy & positioning · GTM for new products & markets · Consumer & market intelligence  
Cross-functional marketing leadership · Function-building & operationalizing*

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## **Kudare Consulting** — *Strategic Marketing Consultant*

JAN 2019 - PRESENT

*Kudare is an independently-run consulting practice, providing marketing, strategy, and research expertise to select clients.*

- Retained by **CEOs, CMOs, and strategy leaders** to inform marketing, product, and business decisions through consumer understanding, with a book of business built through past professional relationships and referrals.
- Recent engagements include a multi-year strategic partnership with **TextNow** covering consumer learning, primary research, planning support, and AI-enabled market intelligence system design; defining **Wikipedia's** role beyond its own platform in the AI-answer-layer era; advising **Rolex** on social media strategy across new platforms, content development, and competitive intelligence; and competitive landscape and GTM strategy work for new ventures in construction SaaS, digital twin platforms, and B2B fintech.

## **1021 Creative** — *VP of Strategic Innovation*

APR 2024 - APR 2026

*1021 Creative is a global cultural intelligence agency serving major consumer platforms, including YouTube, Apple, and Amazon.*

- **Reported directly to the CEO**, and was a member of the senior leadership team. Founded the Strategic Innovation division.
- Set 1021's first market position as a cultural intelligence agency, replacing a flexible BPO model that sold capacity, not knowledge. Codified the offering into a **product suite with defined tiers and pricing**, and built the sales enablement assets that armed Business Development to take it to market. Tightened pricing discipline and compressed **meeting-to-proposal turnaround from weeks to days**.
- Stood up the company's **first research and intelligence function** after the largest client raised concerns about technical depth, **protecting \$13M** in annualized revenue and closing the gap between what sales was promising and what delivery could credibly produce. Built the function across new data and tooling, proprietary builds, senior and contract hires, and 1021's **inaugural research, data, and strategy upskilling program** in partnership with HR.
- Founded and chaired the Marketing Cohort, the cross-functional group that ran 1021's marketing strategy and execution. Grew content **output more than 6x** and **tripled industry-event presence** year-over-year.
- Modernized 1021's research and content operations through AI-driven workflows, **founding the AI Task Force** and architecting TIIP (1021's **proprietary trend-intelligence tool**), driving meaningful efficiency gains in the company's highest-volume client workstreams.

## **Matterport** — *Global Head of Insights & Product Marketing*

JUL 2022 - JUL 2023

*Matterport is a digital twin platform, serving real estate, AEC, and other verticals. Acquired by CoStar in 2024.*

- **Reported directly to the CMO**, and was a member of the marketing leadership team of a **global matrixed organization**, leading Matterport's product marketing organization and standing up the company's first central market & customer insights function.
- Led a team of **five product marketers and two researchers** running vertical GTM campaigns across real estate, AEC, manufacturing, and travel & hospitality, contributing to **114% of marketing pipeline target**.
- Built Matterport's Competitive Intelligence program, including battlecards, objection handling, and competitor pricing and positioning databases, contributing to **+68% YoY growth in \$50K+ ARR accounts**.
- Stood up Matterport's **first global brand health tracker across seven markets**, surfacing a category-perception gap on "digital twin" positioning and informing solutions marketing prioritization across the company's vertical focus areas.
- Partnered with Product, Design, and Sales on **pricing strategy and willingness-to-pay** for new Matterport offerings, and built Digital Transformation Leader personas that **unlocked new growth in enterprise** accounts.

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## **Peloton Interactive** — *Director of Consumer Strategy & Insights*

FEB 2021 - FEB 2022

*Peloton is the pioneer in connected and technology-enabled fitness.*

- Led Consumer Strategy & Insights for **Peloton's brand & app**, bringing the voice of the customer to brand marketing, creative, and the app product team on the decisions that shaped how Peloton was positioned, advertised, and experienced. Sat within the global marketing organization, and **built the supporting team** from scratch.
- Ran Peloton's **global brand health tracker across six markets**, the marketing organization's primary instrument for reading brand health, perception shifts, and competitive position. Findings fed marketing planning, creative direction, and the brand-related metrics surfaced in quarterly earnings calls.
- Ran brand impact measurement on **\$50M+ in integrated marketing spend** across 8+ campaigns spanning linear, digital, and OTT, with each report shaping the next brief. Ad creative strengthened over the year on **memorability, brand linkage, and purchase intent**.
- Informed Peloton's GTM for the "**Anyone. Anywhere.**" campaign, the brand's repositioning around accessibility through the app, with or without hardware. Shaped launch readiness for **three new exercise modalities and two hardware products** through path-to-purchase research, post-COVID return-to-gym studies, and an annual survey of 2.5k Peloton members.

## **ZX Ventures (AB InBev)** — *Global Insights Lead*

FEB 2020 - FEB 2021

*ZX Ventures is the global growth and innovation group within AB InBev, the world's leading global brewer.*

- Led global insights for ZX's Craft & Specialties vertical across **17 brands in Europe, APAC, Africa, and South America**. Partnered with marketing, strategy, and **M&A to inform portfolio decisions**, and ran the global brand health tracker.
- Designed **Customer Segmentation 2.0**, the methodology that integrated first-party purchase data from ZX's e-commerce platforms with attitudinal and behavioral layers to inform **brand positioning and digital audience strategy** across the portfolio.
- Co-led ZX's **Front-End Innovation (FEI) framework**, the process for translating global trends into prioritized innovation platforms and **M&A opportunities** across the Craft & Specialties portfolio.
- Built ZX's **marketing capability programs for portfolio brand operators**, many of them founders and brewers leading marketing for the first time. Authored the Digital Marketing Toolkit, produced Learnflix (a marketing edutainment video series), and ran the quarterly Global Craft Beer Trends reports for the portfolio.

## **VIRTUE Worldwide (VICE Media)** — *Head of Intelligence*

SEP 2013 - FEB 2020

*VIRTUE (FKA Carrot Creative) is VICE's global full-service creative agency with 21 global offices.*

- Led the Intelligence function across VIRTUE's **21 global offices**, partnering with creative, strategy, and account leadership on brand work for Google, Unilever, Disney, Beats, lululemon, and other global brands across **CPG, tech, entertainment, retail, and fashion**.
- Stood up and ran **Unilever's North American People Data Center**, a dedicated in-house consumer intelligence function operating from inside Unilever's US headquarters, serving 42 brands across the portfolio. Sold the engagement in, designed the operating model, hired and led a four-analyst team, and transitioned the function to a Unilever-employed team after two years.
- Joined as Sr Analyst in 2013 (when it was Carrot Creative), with promotions to Analytics Manager (2015), Director of Analytics (2016), and Head of Intelligence (2018). **Recruited and led teams of up to 13** across research, measurement, data science, and editorial.

**TAXI**, advertising agency in Montreal, Toronto, NYC — *Digital Analyst*

JUN 2012 - SEP 2013

**BAM Strategy**, advertising agency in Montreal — *Digital Analyst*

MAY 2011 - JUN 2012

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**John Molson School of Business (Concordia University)** — *Bachelor of Administration, Marketing* - MONTRÉAL