RÉSUMÉ

Thomas Korthuis

Creative, digital & customer experience leadership

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PROFILE

I connect brand, customer experience, digital platforms, and technology—bringing creative and technical teams together to turn complex ideas into clear, useful experiences. Background across creative direction, marketing technology, loyalty, UX/UI, platform integration, agency leadership, and video production.

FOCUS AREAS

Creative direction · Customer experience · Digital platforms · Technology & integration · Marketing operations · UX/UI · Brand strategy · Cross-functional leadership

SELECTED EXPERIENCE

2026 — PRESENT

M2C Studios · Haarlem, Netherlands

Owner

Independent creative, marketing technology, and integration consultancy. Helping connect strategy, platforms, processes, and customer touchpoints, alongside video and photography services.

OCT 2025 — PRESENT

PopUp Bagels

Senior Director, Digital Platforms & Marketing Operations

Lead strategy, integration, and optimization across the digital marketing ecosystem—connecting data, technology, creative execution, and customer experience. Partner across IT, creative, franchise, and operations teams to support growth.

JAN 2025 — OCT 2025

Blaze Pizza

Director, Franchise Marketing Channels & Technology

Integrated third-party delivery, local-store marketing, and marketing technology to support franchise growth. Managed delivery-platform relationships and developed scalable campaigns across digital and in-store touchpoints.

2020 — 2024

GoTo Foods

Digital Content, Loyalty & Marketing Technology Leadership

- Director, Loyalty Technology & Innovation, IT & MarTech · May–Dec 2024
- Director, Loyalty Innovation & Integration · May 2023–May 2024
- Manager, Digital Content & Customer Engagement · Oct 2020–Apr 2023

Led the development and rollout of a centralized Digital Asset Management system designed to make brand and content resources simple to find and use. Progressed into loyalty innovation, integration, and marketing technology across a portfolio of consumer brands.

APR 2018 — JUL 2020

Comentec

Creative & Marketing Director / Business Integration Development Engineer

Connected B2B SaaS brand and marketing strategy with technology consulting. Led value-proposition work and customer-focused messaging, and contributed to solutions involving SAP platforms, integrations, and UX/UI prototypes.

FEB 2017 — APR 2020

World Housing Solution

Technology & Marketing Consultant

Led creative and marketing initiatives and advised on automation, sponsorships, and government contracting. Contributed to humanitarian relief efforts related to Hurricanes Irma and Harvey, supporting the deployment of portable medical units.

DEC 2016 — MAY 2018

InBIA

Technology Innovation & Software Development

- Lead Software Development Engineer & Database Architect · Jun 2017–May 2018
- Director of Technology Innovation · Dec 2016–Nov 2017

Worked on a global research initiative with the University of Central Florida and the U.S. Economic Development Administration, mapping entrepreneurial-support organizations. Designed the database and visual interface, built reusable data-visualization components, and established a shared-development workflow.

DEC 2004 — APR 2018

Move2Create

Co-founder & Creative Director

Co-founded and grew a creative agency from web design into a multidisciplinary studio spanning brand strategy, digital experiences, UX/UI, and video production. Led creative teams and projects for organizations including Stanford University, Red Bull, Florida Institute of Technology, TEDxWomen, and Girls Who Code.

EARLIER EXPERIENCE

SQYGL

Senior Brand Strategist & Product UX/CX Lead · 2016–2017

Informulate

Technology Architect · 2015–2016