



Thomas Korthuis

Innovation & Technology Architect

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About

I'm a hands-on innovator and tech enthusiast with over 20 years of experience turning big ideas into tangible results. From automating platforms to leading cross-category teams, I create solutions that work for everyone from developers to executives. I enjoy making technology approachable and impactful while delivering results that last.

My career spans industries like non-profits, B2B consulting, creative agencies, and tech innovation. I've delivered projects for high-profile clients like Red Bull, TEDx, and Stanford, and led strategic technical solutions for brands such as Moe's, Jamba, Auntie Anne's and more. Known for balancing innovation with strategy, I thrive in dynamic environments that demand creativity and execution.

Skills at a Glance

Bridging creative design (UI/UX, Figma, Adobe CC) with full-stack development (JavaScript, PHP, MySQL).

Aligning teams across creative, technical, and strategic functions using tools like Jira, Confluence, Workfront & Wrike

Streamlining workflows for scalability and efficiency through DevOps practices (CI/CD pipelines, Docker, Git).

Driving customer engagement and insights through MarTech platforms (Punchh, Salesforce, Marigold HubSpot).

Rapidly adopting and integrating cloud platforms (AWS, Azure, GCP) for scalable solutions with minimal learning curve.

Proficient in  

Some random bits: I'm an avid cook, woodworker and drone enthusiast. I also helped produce an 8-part YouTube series teaching kids how to build film props.

Dir. Loyalty Innovation/Integration, IT & CE (2020-2024)

Focus Brands/GoTo Foods | QSR | Atlanta, GA

What I Did: Led cross-brand tech integrations, improved loyalty programs via Punchh, and directed MarTech architecture for scalability and data-driven insights.

What I Learned: How to navigate large-scale projects, optimize loyalty programs, and enhance customer engagement through smarter data use.

What Was Challenging: Balancing the needs of multiple brands while upgrading legacy platforms and ensuring smooth implementation.

Creative & Marketing Director (2018-2020)

Comentec | SAAS, Cloud Integration, B2B, SAP | Alpharetta, GA

What I Did: Directed marketing strategies for SAP-based solutions, revived an aging brand, and developed dashboards to track B2B campaign performance.

What I Learned: How to bridge technical expertise with clear, engaging messaging for complex solutions.

What Was Challenging: Translating highly technical concepts into accessible strategies while managing diverse team dynamics.

Director, Integration and Creative Consultant (2017-2023)

World Housing Solution | Humanitarian and Defense contracting | Sanford, FL

What I Did: Created marketing and technical solutions for defense and humanitarian efforts, including automating government contract monitoring.

What I Learned: Balancing creative innovation with compliance & operational requirements.

What Was Challenging: Managing relief logistics and delivering within strict regulatory frameworks under time-sensitive conditions.

Director, Technology & Integration Consultant (2016-2018)

InBIA | Non-profit, Incubator and Accelerator Education | Orlando, FL

What I Did: Modernized non-profit systems, migrating 20+ years of data to the cloud while introducing agile DevOps practices.

What I Learned: How to build cost-effective, mission-driven tech solutions for global non-profits.

What Was Challenging: Ensuring smooth data migration and driving adoption of new technologies in a resource-limited environment.

Cofounder and Creative Director (2004-2018)

Move2Create | Branding & Creative Agency | Orlando, FL

What I Did: Scaled a startup into a full-service agency, delivering creative solutions for top clients like Red Bull and TEDx.

What I Learned: How to lead multidisciplinary teams and manage complex, high-impact projects across branding, design, and media.

What Was Challenging: Juggling budgets, lead gen, deadlines, and team growth while maintaining a strong creative vision.