



# CURT SAMSON

## GROWTH CATALYST

### KANSAS CITY

Curt has been blessed with diverse business experience and a unique ability to connect complex business dots. It all makes practical sense; with the individual pieces of the puzzle, his business algebra makes  $1 + 1$  greater than 3, leading to growth for both people and business results. As an entrepreneur, he finds joy in building community, fostering connections, and supporting the good of others.

Although Curt began his career with large multinational companies, he was fortunate to be part of an internal startup team at Hallmark Cards. Rejecting the “mothership” norm, he and his team strove for significant change and continuous improvement. They established a foundation for growth that extended into large company turnarounds, mergers and acquisitions, and reorganizations. Curt was able to transition insights from large businesses to the SMB space, making a more significant impact with greater investment.

**"I'm passionate about connecting the business dots in the challenging puzzle of life."**

Passionate about helping others, Curt is a dedicated father who has coached his three boys in various sports, with basketball being their favorite. He fondly recalls how passing the ball—the assist—to a teammate who scored brought him the most joy. The teammate wins, and the team wins—it's the best feeling. Now, after 38 years of marriage to Becky, they seek to help their families in various ways; if they're doing it right, this attitude of agape extends to their entire community as well. It's about doing God's will, embracing a “we, not me” mindset, all with an attitude of gratitude.





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#### PROFESSIONAL BACKGROUND

- Head of Growth – Monarch Inventory
- Chief Strategy Officer – Kincaid Group
- Exec VP – Miller Heiman and Skinner Baking
- President – High Plains Bison
- Vice President – Nature Made
- Director – MarketSphere Consulting & Avery Dennison
- Founder & Principal – Innovation by Samson
- Manager – Stuart Hall – Newell Brands & Hallmark Cards
- Creighton – Biz Economics & Rockhurst – Leadership MBA

#### HIGHLIGHTS

- Transitioned from big bureaucratic to startups
- Financial Planning, Analysis & P&L Optimization
- Sales, Biz Dev, & Strategic Partnerships
- Leadership Teambuilding, & Org Development
- Start Up, Turn Around, & Change Management
- Strategic Planning & Project Management

**Curt's superpower is assembling the complex pieces of the business puzzle to optimize the P&L and Balance Sheet**

#### KEY EXECUTIVE TEAM

- C Suite (CFO, COO, CIO, CRO)
- President
- VPs
  - Operations
  - Sales/Growth
  - Finance
  - Marketing

#### CHALLENGES & FOCUS

- Navigating growth and scale
- Improving accountability and focus
- Financial performance
- Making better decisions
- Staying ahead in a rapidly changing marketplace
- Managing up and down

#### PLATFORM

- Council- half day, monthly council meetings with your peer team for sharing and receiving insights and advice
- Coaching-monthly, one-on-one coaching sessions with a Growth Catalyst
- Advance Leadership Workshop- all community workshops with industry leaders to “sharpen and inspire”
- Outbound- annual “off the grid” adventure experience to connect and build relationships

