

## CONNECT

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# DON'T BE AFRAID OF AI

KRISTIN LYNN KAUTZ, CPSM

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hen I was very young and my mom pushed me around the grocery store in the shopping cart, I would sing all the advertising jingles to the products I saw. So loudly that people would gather around me to watch and listen. I was obviously destined to have a career in marketing. [Side note: I am actually an introvert, but apparently become extroverted over my love of advertising! This still holds true today as I have been told that my enthusiasm over certain topics – like AI – is infectious!]. Add an art and poli sci degree (with some master's classes in statistics and psychology thrown in for good measure), and this puts a data-driven twist to every creative thing I do. I guess I am a perfect blend of science and art at every level, whether its strategy and leadership at the highest degree or down in the weeds looking at details and fine-tuning a process. I love when imagination leads to innovation and improvement.

*AI is like a marathon that never ends and you don't know the route. You can walk, run, or sprint, but you have to get in the race.*

## MEET THE TECHNO-OPTIMIST

- 1. BRIBE ME WITH**  
Malbec and Baileys.
- 2. FAVORITE AI TOOL**  
They change so rapidly, but my favorite right now is Clipdrop.AI. Vastly superior image manipulation tools for free. Try them!
- 3. FAVORITE MOVIE**  
Thomas Crowne Affair. I want to be Catherine Banning! But I appreciated Mission Impossible's latest. AI is the villain, and they had to go analog to outsmart it.
- 4. CAREER DEFINING MOMENT**  
My presentation on Digital Guerrilla Marketing at SMPS SRC in January 2023. Talking about my love of AI for the first time in front of that audience changed my life (and direction).
- 5. BEST COMPLIMENT**  
Recently? That I'm a "firecracker" and my enthusiasm for AI is contagious.
- 6. WHAT IS AI GOING TO EFFECT THE MOST**  
Everything. Everywhere. All at once.

# 40+ *and counting*

**AI SEMINARS, WEBINARS,  
KEYNOTES, WORKSHOPS,  
CLASSES, AND CONFERENCES  
in 2023**

# ”

I understand the tech and am passionate about it. Plus, I have decades of business experience. I know how AI can and will impact every employee, every client, and every aspect of your operations. I am also a marketer, which means I know how to communicate complex topics and roll-out change management. It's the trifecta jackpot you need in a consultant to integrate AI successfully into your workplace and train your team.

**jam**  
IDEA AGENCY

## TOPICS

AI CRASH COURSE  
THE STATE OF AI IN AEC  
INNOVATIVE APPLICATIONS  
DATA PROTOCOL  
MINDS & MACHINES  
WHAT'S NEXT IS NOW  
AI IN MARKETING  
AI FOR AEC LEADERS



### ABOUT KRISTIN

Kristin Kautz is a CPSM and received the 40-Under-40 Award from Building Design and Construction in their inaugural year. She received her degree in Art and Political Science from Trinity University (San Antonio) and has spent the past 25 years in marketing and business development for non-profit, corporate, business-to-business, and customer service firms. With a passion for innovation and technology, Kristin has become a leading expert in AI for the built environment, helping companies embrace, implement, and maximize AI in their business and technical operations.

With a deep understanding of the latest AI trends and technologies, Kristin provides strategic guidance and develops customized plans, organizational structures, guidelines, policies, procedures, and training to ensure that companies can fully leverage AI to drive growth, improve efficiency and productivity, and enhance both client and employee satisfaction.

## CREDENTIALS

**EDUCATION // TRINITY UNIVERSITY**  
Bachelor of Arts (BA), Art, Political Science

**CERTIFICATION // CERTIFIED PROFESSIONAL SERVICES MARKETER** Society for Marketing Professional Services

**AWARD // MARKETING EXCELLENCE** Society for Marketing Professional Services

**AWARD // 40 UNDER 40 TO WATCH** Building Design and Construction

**ADVISORY MEMBER** Texas A&M Univeristy - Texarkana, Digital Marketing Program

## CURRENT

**PRINCIPAL**  
**JAM IDEA AGENCY**  
Full service marketing and digital advertising, serving clients across the US.

## PREVIOUS EXPERIENCE

**DIRECTOR OF MARKETING**  
**LJA ENGINEERING**  
Houston, Texas Area

**DIRECTOR OF CORPORATE MARKETING**  
**JONES|CARTER ENGINEERING**  
Houston, Texas Area

**DIRECTOR OF MARKETING**  
**PHILOWILKE PARTNERSHIP**  
Houston, Texas and El Paso, Texas

**DIRECTOR OF MARKETING AND PR**  
**GEORGIA O'KEEFE MUSEUM**  
Santa Fe, New Mexico

**DIRECTOR OF MARKETING AND GRAPHICS**  
**BERMELLO AJAMIL AND PARTNERS**  
Miami, Florida

**MARKETING PROFESSIONAL**  
**HOK**  
Houston, Texas

## RECENT SPEAKING ENGAGEMENTS

Kristin has been the featured AI speaker for SMPS locally, regionally, and nationally in addition to the Society for Design Administration (SDA), Urban Land Institute (ULI), ACEC, SEAoT, Project Mark, Zweig Group, and multiple CEO cohorts.