

ROGER KUCH, PMP

Email | Website | LinkedIn | 310-425-2644

Personality: Solution-driven, earnest, trustworthy, thoughtful, and thorough; an affable collaborator and clear communicator.

Approach: Systems-thinking, client-centric alignment, strategic positive disruption, clear directives, and team unification.

Results: Streamlined initiatives, cohesive teamwork, elevated experiences, customer loyalty, and shared success.

Project Manager and Production Director (Freehold Group | 2024–Present)

Full-service design, strategy, and production agency specializing in experiential marketing events and retail activations.

- Led cross-functional teams to plan and execute retail store transformations and brand marketing activation events.
- Directed logistics, production, and on-site installation of infrastructure, fixtures, furniture, props/decor, AV, and graphics.
- Developed and refined creative concepts to align with brand objectives, target audiences, and marketing goals.
- Created, maintained, and reconciled \$1-2M budgets; value-engineered production costs without compromising quality.
- Established detailed schedules with target milestones, driving disparately governed teams to achieve on-time delivery.
- Sourced trustworthy vendor partners to maximize production efficiency, minimizing product defects and client downtime.
- Mitigated risks related to logistics, safety, and permitting, resulting in zero compliance issues and 100% legal adherence.
- Oversaw setup, ROS, and live production elements; troubleshoot real-time issues to ensure a seamless experience.
- Communicated with client leadership and sponsors, compiling ROI-focused reports w/ highlighted areas for improvement.
- Collaborated with partnering agencies to deliver high-impact, audience-engaging programming with white-glove service.

Implementation Manager (ThreeFlow | 2022–2023)

InsurTech startup; Employee Benefits Enterprise SaaS.

- Reduced time to first revenue by 150% (from 85 to 34 days) by overhauling the customer onboarding process.
- Increased total customer value at day 90 by 900%, showcasing customer satisfaction and early product adoption.
- Implemented pre-sales ‘challenger’ conversations to expose client concerns, clarify expectations, and improve close rates.
- Designed department roadmap, boosting operational efficiency, consistency, and accountability for repeatable success.
- Created on-demand training modules, scaling customer reach to hundreds of users, enabling continuous engagement.
- Nominated to create client-facing presentations and recognized for crafting value-add messaging w/ process visualization.
- Led cross-functional meetings with stakeholders to track progress, field questions, and ensure alignment with client goals.

Project Management Associate (NASA Jet Propulsion Laboratory | 2017–2022)

Served as a member of the leadership team for NASA's \$5.2B Europa Clipper flagship spacecraft mission.

- Received JPL's Voyager Award for supporting the leadership team's efforts during the project's developmental phase.
- Coordinated an international team of 200+ engineers, scientists, contractors, fabricators, vendors, and venues.
- Produced gateway reviews and week-long, multi-format conferences for executive teams and the science community.
- Rebuilt the Payload team's instance of Jira for improved tracking of instrument design, build, and delivery.
- Nominated to organize and manage project Information & Documentation, enabling accurate and efficient reporting.
- Nominated as Producer and Editorial Team Lead of Europa Clipper's official newsletter, improving community outreach.
- Managed the transition to remote operations during COVID-19, ensuring project continuity and timeline adherence.

Event and Partnership Manager (AppNexus, now Microsoft Advertising | 2016–2017)

Industry-leading AdTech company; purchased by AT&T and then Microsoft.

- Produced 185 in-house experiences in one year - tech talks, product releases, learn & teach, leadership forums, et al.
- Managed a 300-seat, in-house auditorium, resolving technical issues to maximize utilization; no event was rescheduled.
- Advocated for historically marginalized communities, producing 23 DEI-driven events w/ companies like Girls Who Code.
- Strengthened strategic partnerships and brand loyalty by producing 18 customer-enabling events for NYC Tech allies.
- Established a global knowledge-sharing platform by launching partner programs in the US, UK, Asia, and Australia.

Harvard University (MFA), 2009

University of California, San Diego (BA), 2004

Project Management, PMP - Caltech (cert), 2019

MBA Core Curriculum Micromasters - USMx (cert), 2020

Agile Project Manager - USMx (cert), 2020

Customer Success Manager - SuccessCOACHING (cert), 2022