



*"One extremely rare brilliant mind that I respect greatly."*

Jason Harris, The Design Network (US)

*"Has the wonderful ability to combine leading edge creativity to business problems to produce innovative solutions."*

Chris Still, Advertising M&A (UK)

# KLAUS SOMMER PAULSEN

MA IT Interaction Design & Multimedia, IAA Master Class

As a concept developer, creative director, designer and producer, I have been mixing multimedia, storytelling and marketing to create award-winning concepts and designs for branded and themed experiences for more than twenty years. Whether I am on or behind the stage, I am dedicated to creating captivating and memorable moments for audiences to strengthen their relations with brands as customers, visitors or employees, and I have done so successfully around the world for decades.

My first successful venture in storytelling was 30 years ago at age 16. My entry into digital media was more than 20 years ago, which led to the deeper focus on the value of experiences I have had for more than a decade. I am a hybrid of disciplines, capable of thinking both strategic and creative, and I will claim having both a technical mind and an artistic mindset. I believe that my professional diversity helps me bring together cross-disciplinary teams in reaching common goals. I may not be as proficient as the specialist, but I understand his or her world and how it is part of a whole. As I have worked several years with integrated marketing, using research, data, and setting targets to achieve business goals is an integral part of my way of thinking. This always makes me observant of the reasons why we are choosing one course of action over the other. Which does absolutely not have to take the fun out of things.

I have worked with motivating and providing creative and executive leadership for both internal and external teams across disciplines and borders since the mid-90's. My approach to getting the most from the team has been consistent whether I worked as a team leader, producer or creative director over the years. It is about creating an environment of inspiration and energy, and refine the outcome through direction and innovative thinking to go way past the good idea to create the great concept. The processes and models for doing this is something I continuously revisit and refine.

Fortunate enough to have several missions in my life, the guiding star for me is to always strive to do better, and help others do the same through inspiration and sharing of insights. I am proud of what I have achieved so far, and I feel blessed with all the talent and expertise I have had the opportunity to work with. However, as the song goes, I believe that You Ain't Seen Nothing Yet!

On a personal note, I was born June 13, 1970 and I have been married to my lovely wife Anja since 2001.

## PROFESSIONAL EXPERIENCE

- 2011 - Present:** CEO Creative Director & Founder AdventureLAB : Strategic Experience Design Studio (DK)
- 2011 - Present:** Board Member, EME Division Board Themed Entertainment Association (US)
- 2014 - Present:** Contributing Writer CMO.com by Adobe (UK)
- 2012 - 2016:** Co-Founding Partner CNA | SOPHIS Integrated Marketing Innovations (US)
- 2011 - 2015:** Managing Director Advertising M&A Scandinavia (UK)
- 2012 - 2015:** External Lecturer & Examiner Business & Social Sciences, Aarhus University (DK)
- 2011 - 2013:** External Lecturer University of Southern Denmark (DK) (DE)
- 2011 - 2011:** Creative Director Andersen & Blæsbjerg (DK)
- 2010 - 2010:** Creative Director Creuna (DK)
- 1995 - 2010:** Multimedia Consultant & Designer The Adventure Lab (DK)
- 2005 - 2010:** CEO Creative Director & Founder Ennovator : Unlimited : Experience : Agency (DK)
- 2004 - 2004:** Co-Founder & Creative Director BAKE the CAKE (DK)
- 2003 - 2003:** Senior Art Director IconMedialab (DK)
- 2000 - 2002:** New Media Producer Grey Aarhus (Uncle Grey) (DK)
- 1999 - 2000:** New Media Producer Grey Direct & Interactive (DK)
- 1998 - 1999:** New Media Designer / Producer inteGREYted interactive (DK)
- 1996 - 1997:** Senior Designer / Production Manager BATES Interactive (DK)
- 1995 - 1996:** Multimedia Designer / Programmer Young & Rubicam Interactive (DK)
- 1994 - 1995:** Multimedia Designer Intern CyberSoft (Courage Interactive) (DK)
- 1983 - 1994:** Freelance Illustrator, Radio Host, Writer, Radio Technician, Printing Shop Assistant (DK)



*"Has boundless energy and a passion for what he does."*  
Paul Squirrel, thenetworkone (UK)

*"Observant, caring and sees the big picture while also addressing the important details."*  
Judith Rubin, Themed Entertainment Association (US)

# KLAUS SOMMER PAULSEN

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EDUCATION

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**Master of IT, Interaction Design & Multimedia**  
Aarhus University 2009

**Executive Board Programme (SME)**  
Aarhus Business School 2017

**IAA Master Class**  
International Advertising Association 2008

**Art Director (Courses)**  
Danish School of Advertising 2004

**Space Invader (Multimedia Designer)**  
Space Invaders School of Multimedia Design 1994

ASSOCIATIONS

**Themed Entertainment Association**  
Member (AdventureLAB), EME Division Board Member  
Marketing & Communications Committee Vice-Chair  
Membership Committee Vice-Chair

**International Association of Amusement Parks and Attractions**  
Member (AdventureLAB)

**The International Academy of Digital Arts and Sciences**  
Associate Member, Webby Awards & Lovie Awards Jury Member

**International Awards Associates**  
Vega Digital Jury Member

**Venture Cup**  
Judge and Start-Up Mentor

EXPERTISE

**INDUSTRY EXPERIENCE**  
including, but not limited to:

Attractions  
Destinations  
Education  
Families  
Leisure  
Lifestyle  
Museums  
Retail  
Tourism

**BUSINESS THINKING**  
including, but not limited to:

Board Member Experience  
Business Development  
Business Model Generation  
Design Thinking  
Digital Strategy  
Innovation  
Integrated Marketing  
Organizational Structuring  
Product Development

**CREATIVE EXPERTISE**  
including, but not limited to:

Branding  
Experience Design  
Concept Development  
Creative Direction  
Creative Leadership  
Creative Strategy  
Interaction Design  
Multimedia Design  
Storytelling

**PRODUCTIVE SKILLS**  
including, but not limited to:

CMS Administration  
Desktop Publishing  
Graphic Design  
Project Management  
Research  
Sketching  
Social Media Management  
Video Editing  
Workshop Facilitation

ONLINE

**Behance**  
[www.behance.net/klauspaulsen](http://www.behance.net/klauspaulsen)

**Company Website**  
[www.adventureLAB360.com](http://www.adventureLAB360.com)

**Facebook Page**  
[www.facebook.com/klaussommerpaulsen](http://www.facebook.com/klaussommerpaulsen)

**Google+**  
[plus.google.com/+KlausSommerPaulsen](http://plus.google.com/+KlausSommerPaulsen)

**IADAS Profile**  
[www.iadas.net/member/klaus-paulsen](http://www.iadas.net/member/klaus-paulsen)

**Instagram**  
<http://instagram.com/klaussommerpaulsen>

**LinkedIn**  
[www.linkedin.com/in/klauspaulsen](http://www.linkedin.com/in/klauspaulsen)

**Newsletter**  
[www.theexperienceeconomist.com](http://www.theexperienceeconomist.com)

**Personal Website**  
[www.klaussommerpaulsen.com](http://www.klaussommerpaulsen.com)

**SoundCloud**  
[www.soundcloud.com/klauspaulsen](http://www.soundcloud.com/klauspaulsen)

**Twitter**  
[twitter.com/klauspaulsen](http://twitter.com/klauspaulsen)

**YouTube**  
[www.youtube.com/klaussommerpaulsen](http://www.youtube.com/klaussommerpaulsen)