



Tony Maurer

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DESIGN IS THE DISCIPLINE OF THE HEART. TECHNOLOGY IS THE DISCIPLINE OF THE MIND. MASTERY IS THE REFUSAL TO SEPARATE THE TWO.

EXECUTIVE PROFILE

A multidisciplinary leader with 20+ years of experience driving global digital transformations at the intersection of UX design, AI, and industrial scale. Expert at translating complex business requirements into high-usability ecosystems. Proven track record of scaling departments, architecting federated design systems, and leveraging predictive data to drive measurable conversion. 2x Ironman triathlon finisher bringing high-performance discipline to enterprise-level product strategy.

CORE COMPETENCIES

Strategy: Global UX/CX Strategy, Digital Transformation, Change Management, M&A Integration.

Technology: AI & ML Implementation (GenAI/Predictive), Adobe Experience Cloud (AEM, Commerce, AJO, CDP), Sitecore.

Leadership: Scaling Multidisciplinary Teams (50+), SAFe Agile Governance, Stakeholder Synthesis (Global/C-Suite).

Specialization: Industrial/Autonomous Product UX, E-commerce Architecture, Data Normalization.

PROFESSIONAL EXPERIENCE

Komatsu | UX & Research Lead (Global Digital Transformation) | October 2024 – February 2026

- Designed the UX vision for a multi-million dollar digital overhaul, integrating E-commerce, personalization, and SSO into a unified global ecosystem.
- Conducted 100+ interviews with global executives (Japan/US) to align complex heavy-equipment E-commerce buyers journey to new UX and E-commerce product development.
- Architected a federated design system overseeing 2,000+ screens, ensuring a unified language across web and industrial/autonomous software.
- Engineered design-system automation using AI/ML workflows to scale generative features and predictive messaging. This resulted in a personalized dashboard for fleet owners, synthesizing complex telematics data into a unified experience that optimized time and cost-efficiency in fleet management.
- Directed the UX transition from Sitecore to a full Adobe Experience Cloud stack (AEM, Commerce, Adobe Real-Time CDP) BBEdit, GitHub Copilot.

Bader Rutter | Executive Director of Digital (Partner) | 2018 – 2024

- Built and scaled a 50+ person Digital Experience (DX) department from the ground up, integrating MarTech, development, and data analytics to create a competitive advantage for the agency and its clients.
- Authored the agency's internal and client-facing Ethical AI policies, balancing rapid innovation with enterprise-grade security.
- Led the agency-wide shift to SAFe (Scaled Agile Framework), restructuring talent into high-velocity solution teams to increase speed-to-market for omni-channel marketing campaigns.
- Oversaw the development of a behavior-scoring engine using .NET/React for the Animal Health sector, driving high-precision conversion tracking and data-informed UX.
- Scaled a Center of Excellence (CoE) proficient in SFMC, Marketo, and Eloqua. Architected complex multi-channel communication strategies across SMS, email, and cloud-based conversion environments, overseeing the development of comprehensive touchpoint maps and campaign blueprints.

Cramer-Krasselt | Interactive Creative Director | 2015 – 2018

- Engineered full-scale digital strategies for Tier-1 clients, integrating gamification, E-commerce, SEO, and programmatic media. Modernized go-to-market frameworks by transforming complex technical requirements into intuitive, high-engagement consumer tools and products.
- Created an omni-channel e-commerce transformation via Magento, overseeing the architecture and design of 100+ high-fidelity screens, rigorous UAT protocols, and seamless PIM/CMS integrations.
- Delivered consultative roadmaps bridging hardware and software ecosystems, driving brand awareness and purchase through high-precision targeted media and award-winning creative.
- Led the digital arm of new business development, providing expert guidance on CMS selection, UX design, and Product Inventory Management (PIM) to secure long-term digital partnerships.
- Engineered custom web-based tools and A/B testing frameworks to automate organic search and social growth. Integrated real-time social listening to inform iterative UX refinements, ensuring a unified and responsive digital presence across all platforms.

Hanson Dodge Creative | Creative Director | 2013 – 2015

- Led digital transformations on the Sitecore and Active Commerce platforms, ensuring complex technical builds were met with high-caliber UX and social-media-driven creative.
- Re-engineered the traditional creative process to be data-informed. By aligning creative output with deep market research, I established distinct points of differentiation for annual go-to-market plans and messaging strategies.
- Directed the production of large-scale creative assets across an expansive ecosystem, including broadcast, print, web, and experiential tradeshow environments. Managed a hybrid team of internal talent and strategic global partners.
- Led Tier-1 clients to record-breaking acquisition numbers by deploying innovative digital marketing techniques and human-centric storytelling combined with paid media strategies.

Hiebing | Associate Creative Director | 2010 – 2013

- Creative leadership and GTM strategy to secure the Culver's business. Orchestrated a unified brand ecosystem across national TV, in-store digital, and mobile UX.
- Fused athletic discipline with design leadership to launch a pioneering cycling power meter. Led branding and UI/UX for the hardware-software ecosystem, delivering high-precision data visualization and application for cyclists.
- CMS & Commerce Deployment: Architected scalable commerce and CMS solutions for Tier 1 and 2 clients. Leveraged Kentico, Umbraco, and WordPress to deliver content-rich web experiences.

EDUCATION & BOARD LEADERSHIP

- University of Wisconsin-Milwaukee: BFA in Design.
- MSOE (Milwaukee School of Engineering) User Experience Instructional Advisory Committee (IAC) Advisor.

TECHNICAL STACK & AWARDS

- Adobe Experience Cloud, Adobe Target, Adobe Journey Optimizer, Sitecore XM Cloud, Salesforce Marketing Cloud, Adobe Commerce (Magento), Figma, Adobe Creative Cloud, Claude AI, BBEdit, GitHub Copilot.
- Recognition: Webby's, Effies, Awwwards (Site of the Year), FWA (Site of the Day), AdAge, 2x NAMA Best in Show.

PERSONAL ENDURANCE

- 2x Ironman Finisher | Marathoner | Father | Guitarist.

CLIENTS

Komatsu	Sea-Doo	Milwaukee Bucks
Case IH	Evinrude	Johnsonville
Corteva Agriscience	Mercury Marine	Acuity
Zoetis Animal Health	Ariens	American Family Insurance
Pioneer Seeds	Gravelly	Society Insurance
Trek Bicycles	Saris	
Can-Am	Culver's	



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