

## Strategy+

### About Us

Strategy+ is AECOM's design consulting studio, operating at the intersection of business transformation, communications strategy and place making. We use creative design processes to conceive and implement enterprise solutions that elevate investments, enhance engagement and improve experiences for educators, health care providers, scientists, governments, corporations and cultural entities,

### Our Team

#### Mark Whiteley

##### Americas Practice Leader



Mark is an award-winning designer and strategist who has spent the last 25 years working closely with the top academic, corporate and healthcare organizations across the globe. He specializes in enhancing organizational performance and increasing measurable impact.

Mark takes responsibility for ensuring that purposefully crafted, value driven objectives are successfully identified, developed and implemented by synchronizing innovations in finance, operations, communications, technology, legal, engineering, urban design and architecture.

#### Jill Kurth

##### Western Regional Leader



Working at the intersection of academia, business strategy and urbanism, Jill collaborates with higher education, industry, government, and commercial clients to deliver innovative learning and research strategies simultaneous with economic development and socio economic impact.

Specializing in engagement, communication and outreach strategies Jill has developed a range of strategic and tactical tools and processes to solicit opinion, explain ideas and create consensus around the delivery of transformational initiatives.

#### Kaitlin Vavoso

##### Design Strategist



Kaitlin has an interdisciplinary background working in the corporate, academic and aviation sector internationally. Specializing in user experience and urban design, her role emphasizes the connection between digital interfaces, physical environments and personal experience

Kaitlin has developed deep research techniques to uncover, develop and integrate user experience, activity needs and operational systems with environmental, communications and branding strategies.