

# Kevin Rouff

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## PROFILE

Co-founded and led a research and consulting practice to multi-continent scale. Experience across early-stage startups, Fortune 500 client delivery, and cross-functional program management spanning 10+ countries. Excel at translating between technical teams and business stakeholders, securing partnerships, managing complex projects, and communicating effectively with executives, investors, and public audiences.

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## PROFESSIONAL EXPERIENCE

### **Co-Founder and Director | *ThusThat*** (Material research, development & consulting)

2019 – 2025

#### **Client Partnerships & Project Delivery:**

Managed multi-stakeholder engagements across industries including mining/metallurgy (Rio Tinto, Norsk Hydro), luxury retail (Monica Vinader), research institutions (KU Leuven, Foundation USM), government entities (Royal Commission of AlUla, Saudi Arabia) and cultural organizations (Studio Olafur Eliasson), delivering research reports, strategic roadmaps, custom material development, manufacturing, technical liaison, and partnership facilitation.

*Rio Tinto (Canada/US/Australia):* Coordinated between R&D teams and Corporate Affairs across three continents. Pitched new project directions aligned with client's material strategy, facilitated startup partnership agreements, developed competition concepts, and delivered keynote at C2 Montreal on client's behalf.

#### **Communications & Program Development:**

Designed and delivered 25+ speaking engagements at universities (Harvard, Virginia Tech, Arizona State), cultural institutions, and industry conferences, including semester-long Guest Professorship at HfG Karlsruhe. Developed research reports, communications strategies, and presentations for clients—translating complex technical work into compelling narratives for executives, technical specialists, and public audiences. Generated sustained international press coverage and coordinated 20+ exhibitions across EMEA, Asia, and Americas, managing venue partnerships, logistics, and stakeholder alignment.

#### **Operations & Cross-Functional Coordination:**

Managed all business operations: proposals, contracts, budgets, timelines. Created pitch materials and coordinated cross-functional execution. Operated across strategy, stakeholder management, and delivery—functions typically requiring multiple specialized roles.

## Founders Associate & Head of Product | AIVA

2016-2017 (8 months) | Los Angeles

Served as business and product lead for AI-powered dating/venue platform founded by AI researcher from Argonne National Labs. Pitched to investors, managed product roadmap, designed UX/UI, and coordinated technical development with business strategy in fast-paced early-stage environment.

## Co-Founder | Rippl

2015 - 2016

Raised \$350k seed round for online memorial platform. Managed product development, strategy and stakeholder relationships. Developed early-stage experience in startup operations, fundraising, and product iteration.

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## EDUCATION

### Imperial College London

M.Sc. Innovation Design Engineering, *Distinction*, 2019

### Royal College of Art

M.A. Innovation Design Engineering, 2019, joint program

### Stanford University

B.Sc. Science, Technology & Society, *Honours*, 2015

B.A. Slavic Languages & Literature, *Honours*, 2015

### Academic Distinctions:

*Phi Beta Kappa* (elected as junior, 2014) | *President's Award* (2012) | *Chappell Lougee Scholarship* (2012)

### Study Abroad:

*Russian Presidential Academy of National Economy and Public Administration*, Moscow (2012); *Lomonosov Institute*, Saint Petersburg (2013); *Danish Institute for Study Abroad*, Copenhagen (2013).

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## SELECTED RECOGNITION

**Awards:** Wallpaper\* Design of the Year. 2021 | Dezeen Awards (2021 shortlist, 2024 Shortlist) | Fast Company Innovation by Design Award 2019

**Media** features include: Financial Times, Dezeen, Fast Company, Wallpaper\* Magazine, AD (DE, SP, RU), IDEAT, Dwell, Frame Magazine.

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## LANGUAGES

English (native) | French (fluent) | Spanish (conversational) | Russian (conversational)