



# KURT MERRIWEATHER, CDE

DEI INNOVATOR | MARKETING EXECUTIVE | ADVISOR

## CONTACT



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## AREAS OF EXPERTISE

DEI and Innovation  
Strategic Planning  
Business Case and ROI of DEI  
Race  
Inclusive Leadership  
Technology and Learning

## ADVISING

**Advisor**, Creative Allies  
**Mentor**, NC Idea, Impact Engine

## PUBLISHED WRITING

"Addressing Unconscious Bias in  
Supplier Diversity" - American  
DBE Magazine

5 Pillars of Next Generation  
Leadership Competencies

## ABOUT

Kurt is an accomplished business strategist and marketing executive with a passion for helping organizations implement growth strategies. He has worked for global brands like Discovery, AOL, and Procter & Gamble. With over 20 years of experience, Kurt's approach to advising clients and developing strategy blends creative thinking and data analysis. He is an avid speaker, a workshop leader, and a patent holder. Kurt holds a B.S. in Electrical Engineering from The Ohio State University and a MBA from the Stanford Graduate School of Business.

## KURT'S WORK

**The Diversity Movement**, VP of Products and Innovation  
Jan 2020- Present

Oversees product development, partnerships, and relationships with investors while delivering DEI consulting for key clients.

**Walk West**, VP, Strategy and Transformation  
Mar 2018 - Present

Executive in charge of client strategy engagements across higher education, healthcare, technology, and professional/trade associations.

**ReverbNation**, Chief Product Officer  
Apr 2013 - Apr 2016

Relaunched ReverbNation.com and introduced ReverbNation Discover music discovery properties.

**Discovery Communications**, Director, Digital Strategy and Emerging Business Development  
Jan 2007 - Apr 2013

Led opportunity identification, strategic business planning and product development for video, mobile/tablet and educational technology offerings. Led the acquisition of Revision3 and investment in Lumosity.