

Contact

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(LinkedIn)
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Top Skills

Strategy
Leadership
Creative Direction

Languages

English (Native or Bilingual)
Pittsburghese (Native or Bilingual)

Certifications

Interactive Day San Diego - Design & Development Certification
BeHealth.Today - Certified Innovator
Creativity & Innovation 201 Course Training
Creativity & Innovation 101 Course Training
Creativity & Innovation 301 Course Training

Honors-Awards

OMI's Top 15 Most Influential Educators in Digital Marketing for 2015
OMI's Top 20 Digital Marketing Strategists for 2015
OMI's Top 40+ Digital Strategists in Marketing for 2014

Publications

A View From The Top: The Evolution of Marketing and the Customer Journey
Tweeting @DoctorWelby: Practical Examples of Social Media in Healthcare

Kevin Popović

The Idea Guy™ | Helping People Create New Ideas
Del Mar, California

Summary

My name is Kevin Popović and I'm the Idea Guy®, helping people create new ideas through speaking, workshops, training and consulting.

I work with hundreds of business leaders each year which positions me in the center of current thinking. I know why they win and I know why they fail. I'm the former Zahn Chair of Creativity and Innovation and Inaugural Director of Idea Lab, part of the Zahn Innovation Platform at San Diego State University teaching Design Thinking, Innovation and Creative Problem Solving. I'm also the Founder of Ideahaus®, an award-winning creative communications agency that helps B2B, B2C and NonProfs figure out what to say, and how to say it.

All of this means I really know how to help create new ideas, solve problems and develop strategies to help business leaders realize their goals. Please know you can reach out any time you need an Idea Guy.

Experience

The Idea Guy
Founder
January 2010 - Present
Greater San Diego Area

The Idea Guy® helps people become more creative through speaking, workshops, training and consulting. Founded by Kevin Popovic, The Idea Guy works directly with business leaders to verbalize problems, design solutions, and facilitate processes that create new ideas.

Market Ready Index® | Assessment & Consulting
Founder
May 2015 - Present
Greater San Diego Area

Creating Engagement in the Classroom: Understanding the Challenges of the Modern Learning Environment

Satellite Marketing: Using Social Media To Create Engagement

20YEARS Communications | 20 Leaders, 20 Questions, 100's of Lessons

Market Ready Index® is a comprehensive program that helps business leaders in all industries improve their ability to compete for sales.

Since 2015, MRI has used academic knowledge, business information and industry trends to create an annually published Standards of Best Practices in Communications. These standards are applied in the developing the report in Assessment, and to the foundation of our Consulting.

Developed in collaboration with educators from universities, experts in communications and industry thought leaders that comprise the Market Ready Index® Academic Board, these standards work with our technology systems to consistently measure the items and activities in ten different communications channels: branding, marketing, advertising, design, internet, social media, multimedia, public relations, events and sales.

The Design Thinking Group @ SDSU

Faculty Advisor

August 2018 - Present

Greater San Diego Area

The Design Thinking Group @ SDSU helps people apply Design Thinking to generate new ideas and solve problems. Run by students, the group serves other students, faculty, organizations and businesses in our community.

Lavin Entrepreneurship Center

Board of Advisors

October 2015 - Present

The Lavin Entrepreneurship Center at San Diego State University serves students, entrepreneurs and business leaders through its entrepreneurial curriculum, workshops, internships, resources and events.

With the right blend of university curriculum and industry involvement, the Lavin Entrepreneurship Center within San Diego State University's (SDSU) College of Business Administration has emerged as an entrepreneurial leader. The Princeton Review with Entrepreneur magazine has recognized SDSU's entrepreneurship programs among the best in the U.S.

Ideahaus® - A Creative Communications Agency

Founder & CEO

May 1990 - May 2019 (29 years 1 month)

Greater San Diego Area

Kevin Popović is the Founder and CEO of Ideahaus®, an award-winning creative communications agency that helps its clients figure out what to say, and how to say it to their target markets. With studios in Pittsburgh and San Diego, Ideahaus serves B-2-B, B-2-C and Non-Profit clients across the United States and abroad.

ZIP Idea Lab @ SDSU

Inaugural Director of Idea Lab, Zahn Chair of Creativity and Innovation
July 2016 - December 2018 (2 years 6 months)

Greater San Diego Area

Kevin Popović is the inaugural Director of Idea Lab, part of the Zahn Innovation Platform at San Diego State University. He is also the Zahn Chair of Creativity and Innovation. Idea Lab works with university leaders, faculty, students, and community partners to generate new ideas and solve problems using creativity and design thinking.

SDSU Research Foundation

Instructor - College of Extended Studies
October 2014 - June 2017 (2 years 9 months)

Greater San Diego Area

Produce syllabus and courseware for Social Media Strategy. Lead students through using social media to create engagement to meet established student learning objectives (SLO's).

Produce syllabus and courseware for Business of Craft Beer Certificate Program. Lead student entrepreneurs through concept development, business model canvas creation and business plan development to meet established student learning objectives (SLO's).

San Diego State University

Instructor - Social Media Strategy & Customer Engagement
January 2015 - August 2016 (1 year 8 months)

Greater San Diego Area

Develop syllabus and curriculum based on "Satellite Marketing: Using Social Media to Create Engagement" (Popovic, CRC Press 2015). Invited to teach international MBA students social media strategy based on concepts and principles developed for business to create engagement with target markets. Students applied lectures, concepts, process and readings from the book in class exercises to develop a social strategy for their business.

Pre-order the book online: <http://www.crcpress.com/product/isbn/9781482256147>

San Diego State University
Lecturer - Creativity & Innovation
January 2012 - July 2016 (4 years 7 months)
Greater San Diego Area

Creativity and innovation are integral to an organization's ability to survive and thrive in today's competitive marketplace. This course provides students with an understanding of how creativity and innovation can be facilitated and managed in a work setting. Students will learn about theoretical conceptualizations of creativity and innovation as well as practical applications involved in fostering creativity and innovation in the workplace.

Satellite Marketing™: Using Social Media to Create Engagement
Author
October 2008 - July 2016 (7 years 10 months)
Greater San Diego Area

Identifying opportunities for social media within integrated marketing communications, Satellite Marketing™ outlines a proven process to help you create an actionable strategic plan based on measurable goals. It provides business owners, CEOs, CMOs, and sales people with a comprehensive strategy for leveraging new media and integrating it with conventional marketing tactics.

The book, published by CRC Press, provides the education and reference. The workshops provide the training and tools for implementation. Delivered by Author Kevin Popovic, workshops offer a hands-on approach to learning, as well as a consultative approach to integration into current communications.

Visit <http://satellitemarketing.com/> to learn more. Contact Kevin Popovic for availability.

Vistage
Contributing Author - Executive Street Blog
June 2011 - June 2015 (4 years 1 month)
Greater San Diego Area

Contributing Author to the Vistage Executive Street Blog, featuring articles and opinions about the business community for the CEO.

I help provide insights, process and actionable items on marketing, communications, creative and social media by sharing my best practices and business experiences. I'm honored to be invited to contribute to a community of the world's best thought leaders and appreciate the insight I receive from CEO members. Visit the Executive Street Blog to read my articles: <http://blog.vistage.com/author/kpopovic/>

UCP/CLASS

Board Member

March 2002 - May 2014 (12 years 3 months)

UCP/CLASS is a nonprofit organization that offers different services to individuals of varying abilities. Previously known as UCP of Pittsburgh, UCP/CLASS is growing into new regions, and expanding its services.

UCP/CLASS is driven by organizational values that foster community inclusion for people with disabilities. UCP/CLASS offers a variety of individualized services ranging from independent living skills training in the classroom to the community-based case management for social, recreational, and residential supports.

The Board of Directors for UCP/CLASS is a group of highly dedicated individuals with the passion and interest in UCP/CLASS and the mission we strive for. UCP of Pittsburgh's Board is made up of members from three boards: UCP of Pittsburgh, Community Living and Support Services (CLASS), and the UCP Foundation. For a complete listing of UCP Board members visit <http://www.ucpclass.org/about-ucpclass/board-directors>.

ASTD

Board Member

September 2012 - March 2013 (7 months)

Elected to the Board of the San Diego Chapter of the American Society for Training & Development as Marketing Director for 2013-2014.

ASTD (American Society for Training & Development) is the world's largest association dedicated to workplace learning and development professionals. ASTD's members come from more than 100 countries and connect locally in 125 U.S. chapters and 20 International Partners. Members work in thousands of organizations of all sizes, in government, as independent consultants, and suppliers.

U.S. Green Chamber of Commerce

Board Member

September 2011 - December 2012 (1 year 4 months)

Kevin Popovic serves as the Communications Director for the U.S. Green Chamber of Commerce, a national nonprofit organization that empowers businesses to achieve economic, environmental, and social sustainability. The Chamber also advocates for its members on policies that affect the entire business community.

Media Association of Pittsburgh

Board Member

December 2010 - December 2012 (2 years 1 month)

The Media Association of Pittsburgh (MAP) was founded in 1945 and serves the broadcast and communications industries by providing media resources, educational direction, networking and social opportunities for professionals in the Greater Pittsburgh area.

The City of Del Mar

Member - Communications Technical Advisory Committee

September 2010 - February 2012 (1 year 6 months)

CTAC works with the City in a variety of capacities involving technology. CTAC's primary responsibility involves the oversight of Del Mar's local public access television studio which is operated via contract with Time Warner. In addition, CTAC is a resource for a variety of other technology related areas of importance to the City, including the review of ordinances and policies to maintain local control over the City's public rights-of-way, to protect the City's residents from theft of their identities over wireless access systems, to consider the viability of establishing a City-wide broadband fiber and/or wireless network, and to stay abreast of changing communications technologies and to make recommendations to the City Council for ordinances and policies as they might benefit the City and the residents of Del Mar.

I am stylin' | Adventures in Pop Culture

Host / Producer

March 2010 - July 2011 (1 year 5 months)

San Diego, CA

An experiential-based web show covering the celebrities, events and activities of pop culture, including fashion, comics, movies, television, music, games and more. If it's popular I am stylin' is there.

The show puts “kp” in the middle of the action to take fans where the action is, where the people are, and to let them experience things they would never get a chance to otherwise. From the comicon floor to the streets of Hollywood, from the velvet rope to the red carpet, I am stylin’ reports on the trends, as well as the classics, of the pop culture trends.

Streethaters TV

Television Show Host

October 2007 - March 2009 (1 year 6 months)

On-air host for Streethaters television show, focusing on street racing, custom cars, motorcycles and racing throughout the region. Interviews, event reporting, product reviews and recommendations, test drives, and station promotions. Show runs on FOX Sports Network on stations through Pennsylvania, Ohio and West Virginia.

Pittsburgh Downtown Partnership

Board of Advisors - Seat At The Table Committee

2007 - 2008 (2 years)

Greater Pittsburgh Area

Invited to contribute to committee of local entrepreneurs to discuss issues and opportunities within the Pittsburgh regional area.

Allegheny Conference on Community Development

Marketing Committee Member - Pittsburgh 250

2007 - 2008 (2 years)

Recruited to contribute towards the efforts of the Pittsburgh 250 Marketing Committee.

Pittsburgh Technical Institute

Board of Advisors - Graphic Design Programs

2004 - 2006 (3 years)

Serve on Board of Advisors as expert in issues in the creative community, and to help shape the graphics design curriculum at Pittsburgh Technical Institute.

Robert Morris University

Board of Advisors - School of Business, Marketing / Management Program

2003 - 2004 (2 years)

Invited to join Board of Advisors for the Robert Morris University School of Business Marketing & Management Program.

Howard Community College

Instructor

1999 - 2003 (5 years)

Worked to develop courseware and custom training for certificate, college and corporate training. Courses included graphic design , web site design, web site planning, web site production, and multimedia production.

Duquesne University

Adjunct Faculty

1998 - 2003 (6 years)

Pittsburgh, PA

Served as adjunct faculty in the Multimedia Technology Department in the School of Journalism under Dr. John Shepherd. Developed instructional materials for undergraduate, graduate and continuing education classes.

Solution Selling

Solution Selling® Sales Coach

April 1998 - June 2001 (3 years 3 months)

Coached Fortune 1000 corporate executives, sales managers and sales team learning Solution Selling® sales methodology. Worked directly with Michael Bosworth and Solution Selling® senior training staff members to organize events, support training exercises, coach student implementation, and develop sales strategies.

St. George Group

Adjunct Art Director

2000 - 2001 (2 years)

The Art Institutes

Instructor

1999 - 2001 (3 years)

Developed and delivered Associates-level course ware in Web Site Planning, Web Site Design and Conceptual classes, including "Future Trends", a look at the trends and projections of contemporary thinkers from multiple backgrounds (based on Peter Drucker, "The Community of the Future"). Lead student field trips to supplement in-class content.

TGIF Productions

Assistant Producer

1987 - 1990 (4 years)

Worked with Fortune 500 companies to plan and produce national sales meetings, new product roll-outs, sales incentive meetings and business theater. Responsible for creative development, talent coordination, graphics design, audio / video production, resource procurement and event management.

Education

Duquesne University

Ed. D. Candidate, Instructional Technologies · (2004 - 2009)

Duquesne University

M.A., Multimedia Technology · (1998 - 2000)

Duquesne University

B.S., Communications / Psychology · (1982 - 1987)

Quigley High School

Diploma, College Prep · (1978 - 1982)