

## Access to Experts



**Jon Campbell**  
Senior Strategist  
Continuum

As a senior strategist, Jon is focused on building brands and identifying new opportunities that are valued by consumers and profitable for organizations. He also leads the Patterns of Innovation research community, which explores the conditions necessary for disruptive innovation and how they may be evolved and built upon to help drive new thinking on the individual and organizational level.

Prior to Continuum, Jon served as manager, prospect marketing, at Harley-Davidson Motor Co., overseeing lead generation, lead nurturing and interactive programs focused on the acquisition of new customers and development of compelling customer journeys. He also spent time at ad agency Cramer-Krasselt working on brand strategy, marketing communications and new product development for a range of brands.

Jon holds a Master of Design Methods degree from Chicago's Institute of Design and a BA in journalism from the University of Wisconsin. He enjoys writing about himself in the 3rd person.

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