

Jason Lardy

Marketing | Sustainability | Leadership

I am a seasoned marketer and sustainability consultant with nearly 35 years' experience and a passion for helping small businesses grow and succeed. To me, mindful growth means businesses succeed with the right strategy and execution – without the bells and whistles of a huge consulting agency. I help my clients develop authentic marketing and impactful sustainability strategies that are aligned with their values, mission and budget.

Experience

- 2006-Present** **Owner and President**
Nomad Marketing
Deliver marketing and sustainability strategy and tactics for small businesses, including strategic planning, content marketing, sustainability strategy, branding, digital advertising, and web development.
- 2006** **VP, Product Marketing**
Compass Productions
Created product strategy for custom music portfolio. Partnered with creative team to develop compilation and lifestyle music titles and negotiated with music and video content owners to secure rights.
- 2005-2006** **Director, Product Management**
Corel
Led Creativity business unit product management and product development teams, including maintenance of flagship Paint Shop Pro software. Launched company's first standalone downloadable application.
- 2002-2005** **Director, Business Development**
Telex, Wireless Networking Business Unit
Responsible for sales, marketing and management of product development process. Launched cutting-edge long-distance WAN products.
- 1999-2002** **Product Manager**
Telex, Computer Audio Business Unit
Launched product management discipline and helped build company's first product development process. Launched world's first USB audio hardware for PC / Mac. Created and managed consumer tech support team.
- 1995-1999** **Product Manager**
3M
Led marketing and product management for innovative label materials and specialty products, including the world's first recyclable PC label material. Earned corporate sustainability award for my work on this product. Helped create Preferred Distributor loyalty program.

Education

- 2022** **Certificate, Corporate Sustainability**
NYU Stern Center for Sustainable Business
- 1995** **MBA, Marketing and International Management**
NYU Stern School of Business
- 1990** **BA, Economics**
Macalester College

Personal Info

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Community

Founder and President
MN Cycling Center

Volunteer Coach
InnerCity Tennis

Eagle Scout

Hobbies

- Travel
- Cycling
- Music

Personal

- Dual US/Luxembourg citizen
- Semester in Poland