

JASON KRAMER, MBA

TRANSFORMATION EXECUTIVE & ENTREPRENEUR

Building, scaling, and modernizing enterprises through strategy, product, and operational leadership

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Franklin, TN

+ PROFILE

Executive and founder with two decades building companies and leading enterprise transformation. Founded and funded ventures (\$8M+ raised) and ran a 125-person organization with \$20M in budget responsibility. A hands-on leader who still designs, builds, and ships AI applications and agentic pipelines himself, turning ambiguous problems into clear strategy, roadmaps, and measurable outcomes.

+ EXPERIENCE

Artisan Studios, Remote

Jun 2025 – Jun 2026

Senior Director, Enterprise Advisory & Innovation

- Designed and stood up the internal innovation lab for a 75-person delivery org, driving AI adoption and new AI-enabled service offerings.
- Built an AI intelligence pipeline scanning 80+ sources and architected AI enablement for the firm's design thinking practice.
- Influenced a \$20M advisory pipeline; one engagement converted to a \$4M build SOW and a \$150K enterprise IT assessment I led end to end.

BNSF Railway, Fort Worth, TX

Mar 2023 – May 2025

Director, Technology Services, Customer Experience

- Led a 125-person global organization (employees, contractors, and offshore teams) with \$20M in budget responsibility across five technology functions.
- Built the modernization strategy for a 300+ application portfolio: roadmaps, build-versus-buy, and future-state architecture, with execution underway at departure.
- Delivered a customer portal to 65,000 users and an employee portal to 40,000 users, migrated complex pricing systems to the cloud, and rolled out Genesys CCaaS integrated with Salesforce.
- Shipped BNSF's first generative AI tool to production; led strategy, architecture, and POCs for an AI dynamic-pricing platform.

BNSF Railway, Fort Worth, TX

2015 – 2023

Senior IT Program Manager, Design Thinking & UX Consultant

- Built BNSF's internal Experience Design consultancy (replacing McKinsey/IBM) and led 40+ design thinking engagements with teams up to 50.
- Set product and IT strategy with executives; ran "Trackathon," yielding 60+ prototypes, 4 patents, and 12 publications.

HOP Reclamation, Fort Worth, TX

2016 – 2017

Chief Operating Officer / Strategic Consultant

Directed capital formation securing \$8M in commitments for down-hole enhanced-oil-recovery technology.

Klean-Tek Solutions, Fort Worth, TX

2014 – 2015

Founder & General Manager

Built and ran an industrial cleaning and remediation startup, raising \$150K seed and owning strategy, operations, and P&L.

Power Service Products, Weatherford, TX

2010 – 2014

Manager, Regulatory Compliance & Capital Projects

Led compliance and a \$600K+ capital project, designed product strategy for emissions and laboratory systems, and ran a Salesforce CRM rollout.

Sperry Van Ness Partners, Nashville, TN

2007 – 2010

CRE Affiliate Broker & Director of Marketing

Marketed a \$750M+ commercial real estate portfolio and built CRM and marketing automation that lifted lead generation and offers 400%.

+ EDUCATION

Executive MBA

Texas Christian University, M.J. Neeley School of Business

+ CERTIFICATIONS

SAFe/Scrum · Design Thinking · TOGAF & BIZBOK · AWS Certified Cloud Practitioner

+ CORE SKILLS

Product & Portfolio Strategy · Enterprise Transformation · P&L & Budget Stewardship · Go-to-Market & Pre-Sales · Hands-On AI Development