Christian G Stoehr

Innovation Strategy and Business Design Leader

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Innovation leader who turns complex customer and business problems into practical concepts, working prototypes, and delivery plans. Combines cross-industry discovery and systems thinking with hands-on AI-assisted building and more than 15 years of film-production team leadership, including work in extreme environments. Experienced in aligning executives and specialists, testing assumptions, managing commercial constraints, and preparing a receiving team to execute.

Core capabilities

Customer and stakeholder discovery | Business design | Systems thinking | Executive facilitation | Product strategy | AI-assisted prototyping | Experiment design | Operating models and roadmaps | Cross-functional team leadership | Budget and resource management | Client negotiation | Delivery handoff

Professional experience

Chief Product and Innovation Officer

Electric Outdoors | Southfield MI | 2026–Present

- Lead product and innovation across distributed-energy hardware, cloud and telemetry systems, booking software, mobile experiences, and operator workflows.
- Connect customer needs and business priorities to product requirements, interface definitions, architecture decisions, acceptance criteria, and phased roadmaps.
- Rebuilt a campground-booking concept into a working platform covering availability, interactive maps, checkout, payments, profiles, and administration.
- Use AI-assisted development to build dashboards, cloud software, applications, and prototypes that make system behavior tangible for review and testing.
- Coordinate software, hardware, manufacturing, and field-test dependencies; translate specialist constraints into product decisions and next steps.

Chief Innovation Officer and Co Founder

Grumpy Lemon Enterprises | Rochester MI | 2020–Present

- Co-founded a human-centered strategy practice and developed the endoStrategy method for finding and testing opportunities within organizations.
- Lead discovery, workshops, research synthesis, business roadmaps, and concept development across client engagements.
- For Detroit Excellence in Youth Arts, combine research and stakeholder interviews into narrative, governance, funding, and operating-model work.

Working approach

Frame the problem with the people who experience it. Make assumptions visible. Build enough to test the direction. Define what the implementation team needs next.

Professional experience continued

Director of Strategic Innovation

Vectorform | Royal Oak MI | 2021–2023

- Led discovery, executive workshops, business design, and innovation roadmaps for energy, technology, and automotive clients including Mitsubishi Power, DTE Energy, NTT DATA, Karma Automotive, and THOR Industries.
- Karma Automotive: led workshops and UK build-team sessions; translated team customer research into profiles and journeys. The work informed production-vehicle decisions and a subsequent HMI execution engagement; handed the work to the production team.
- Mitsubishi Power: facilitated business-design work that exposed gaps between a proposed service offer, customer needs, and delivery capabilities; helped the team develop a configurable offer direction, roadmaps, and owned actions.
- THOR Industries: led the client relationship, requirements, budget, and production crew for an electric-RV concept launch; negotiated a threefold expansion in engagement value and coordinated prototype imagery with specialist visual effects.

Senior Vice President of Production and Board Member

Daniel Brian Advertising | Rochester MI | 2016–2020

- Led multidisciplinary creative and production teams, budgets, project-level P&L, contracts, vendors, and delivery for healthcare, energy, consumer, and financial-services clients.
- Rebuilt production workflows and infrastructure, including in-house studios and post-production facilities; recruited and developed talent and advised the CEO as a board member.
- Consumers Energy: reviewed customer testing, interviewed the CEO, changed the creative direction, and carried the insight into scripting, directing, producing, budgeting, music production, and rights negotiation.

Earlier at Daniel Brian Advertising: Creative Producer and Director of Production, 2013–2016.

Founder and Executive Director

New Imaging Entertainment | Santa Monica CA | 1997–2013

- Founded and operated a production and creative-services business for studios, networks, technology companies, artists, and brands.
- Organized specialist crews, budgets, contracts, international logistics, and client relationships across demanding production environments; coordinated creative and technical dependencies through delivery.

Education and professional development

Harvard Business School Online — Sustainable Business Strategy
IDEO U — Design Thinking
Los Angeles Film School — Cinematography and Film Production
Bellevue College — Broadcast Production

Languages

English and German — fluent