

Experienced leadership and teamwork.



Karl Hansen / Communications Architecture Director

Karl has over twenty-five years of strategic communications experience. His award winning career in the fields of publishing, advertising, and corporate communications, including having run his own marketing and creative services company for seventeen years, represents a substantial professional background. One that effectively supports his role as 2B Worldwide's Communications Architecture Director. His strategic vision, together with his pragmatic disciplines, enables him to effectively interpret business challenges to deliver innovative communication programs that help 2B clients lead rather than follow.

CORPORATE EXPERIENCE:

ARVIDA
 THE BEACON COUNCIL
 CEDARS MEDICAL CENTER
 FLORIDA DEPT. OF TRANSPORTATION
 MEGA CAP MUTUAL FUNDS
 MCARTHUR DAIRY
 PEPSI
 REPUBLIC INTERNATIONAL BANK
 RYDER SYSTEMS
 SIMMONS OPTICAL
 ULECTRA
 WELLCRAFT
 WINDMERE



2B Worldwide™