

JASON BENNETT HARRIS

CV

Strategic Communications · Organizational Alignment · Execution at Scale

jasonbennetharris@gmail.com · 1.630.240.8213 ·
[linkedin.com/in/jasonbennetharris](https://www.linkedin.com/in/jasonbennetharris)



I HAVE RANGE

Across forty years — from Fortune 100 corporate to venture-backed startup, from communications to strategy, from business development to relationship management — one constant has never changed:

**I translate the complex into the clear, align stakeholders into the unified,
and orchestrate the whole toward a winning end.**

SKILLS THAT DEFINE MY VALUE

I'm a connector. In every relationship I hold — personal or professional — I take real joy in linking people to ideas and to one another, opening up new explorations in a way that is genuine, vulnerable, and authentic.

Translating Strategy into Execution — At McDonald's, I built the field communications infrastructure linking 14,000 restaurants and 2,500 franchisees to a single brand reinvention. At UI LABS, I raised \$80M from Fortune 100s and aligned GE, Rolls Royce, P&G, DoD, and a dozen universities under the Obama Administration.

Framing and Positioning a Message — At the Museum of Science and Industry, Chicago, I learned to give a great institution a clear voice while completing my M.S. in Communications at Northwestern in parallel. Framing is the architecture of how an idea is received, and great framing changes outcomes.

Aligning Disparate Points of View — Three years advising Exelon Corporation in innovation — bringing executives, operators, and external partners onto common ground. Alignment is finding the path forward that every stakeholder can walk.

Orchestrating to a Winning End — I have worked with Corporate Leaders, Innovators, and Government Officials — different timelines, different incentives, one outcome. The best orchestrators lead talented people to be their best, so the music is what people remember.

Bridging Between Corporate and Entrepreneurial Worlds — Most leaders are built for one environment. Thirteen years at McDonald's taught me scale; the fifteen since — JBH Consulting, CartoFront's acquisition by Green Shield, and now bringing InsurAble to the California homeowners — taught me to build with no scaffolding.

PERSONAL

25+ years of practice in photographic collage — a meditative outlet and a creative discipline. www.jasonbennetharris.com

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Chronological Career Summary

Green Shield Risk Solutions / InsurAble

President · June 2025 – Present · Los Angeles, CA

Built best-in-class data and AI driven platform to address the key question of insurability in the challenged California insurance market, due to wildfire-risk and the rapidly changing capital markets appetite for risk. Currently going to market with influential channel partnerships in California, representing a projected \$450,000+ in combined annual revenue, while raising \$3–5M for DTC expansion for over 8 million California homeowners.

JBH Consulting, Inc.

President · October 2011 – June 2025 · Chicago, IL / Los Angeles, CA

Independent strategic advisory practice serving Fortune 100s, civic institutions, and startups. Signature engagement: raised \$80M from Boeing, Caterpillar, and other Fortune 100s to establish MxD — President Obama's national manufacturing innovation hub — with matching federal investment and alignment across DoD, the State of Illinois, and a dozen universities. Additional: \$10M for Salt Flats; \$2M for CartoFront; three-year innovation strategy for Exelon; post-iPhone marketing for AT&T Wireless; business planning for LifeSpace Senior Living across 12 facilities.

McDonald's Corporation

Director, US Field Communications · September 1998 – September 2011 · Chicago, IL

Communications architecture and field execution leader during McDonald's defining brand transformation — from the Mansard Roof aesthetic to today's modern global brand. Led US field communications across 22 regional offices, 2,500 franchisees, and 14,000 restaurants, hiring and developing a national team of 25 communications managers. Built McDonald's first corporate intranet, connecting all franchisees and restaurants in real time. Led national franchisee leadership boards. Represented McDonald's in a CVC venture with Accel-KKR.

Early Career — Communications, Marketing & Sales

Manager Level · September 1987 – August 1998 · Chicago, IL

Developed foundational skills across four industries — real estate, communications agency, nonprofit/museum, and early internet/DTC. As Public Relations Manager at the Museum of Science and Industry, Chicago (1993–1997), led institutional communications across exhibitions, films, and major public events — developing the craft of institutional voice that would define the career to follow—completed Master of Science in Communications at Northwestern University during this tenure.

EDUCATION

Master of Science, Communications · Northwestern University, Evanston, IL · 1996

Bachelor of Arts, Economics · University of Illinois, Urbana-Champaign, IL · 1987