

# JOHN KREWSON

## CEO OF SKETCH DEVELOPMENT



# ABOUT JOHN KREWSON


John Krewson is the founder and CEO of Sketch Development Services, a St. Louis based consultancy that focuses on helping companies simplify the complex process of delivering software.

Prior to establishing Sketch, John's career path encompassed various roles, including software developer, project manager, technology leader, and consultant. In addition to his professional endeavors, John has a unique past in the entertainment industry. In 1997, he made a brief appearance on Saturday Night Live.

Drawing parallels between knowledge workers and entertainers, John frequently incorporates his acting background into his presentations and training events, offering unique insights and lessons that resonate with audiences.



John is also the author of *Pitch, Sketch, Launch: What Sketch Comedy Can Teach Us About Product Development* (Wren House Press), which extracts the techniques used to create today's most beloved sketch comedy shows (yes, you read that right!) and applies them to revitalizing software development. It leans into the sketch comedy world's ethos of short, iterative, highly feedback-driven product deliveries, as well as its playful, never-ending search for original solutions to unanticipated challenges.

 @krewson

## TOPICS

- Pitch, Sketch, Launch: How to master agility like a sketch comedy team
- The power of curiosity, the limits of expertise, and the danger of earned dogmatism
- Developer handcuffs: When technical problems become people problems
- From 'power plays' to playfulness: How we can rehumanize software culture
- How to transform performative meetings into electrifying daily incubators

## PARTNERSHIPS



## CONNECT

For press inquiries, please contact [madison.scheuer@smithpublicity.com](mailto:madison.scheuer@smithpublicity.com)



[sketchdev.io](http://sketchdev.io)



[@sketch-development-services](https://www.linkedin.com/company/sketch-development-services)



[@sketchdev](https://www.instagram.com/sketchdev)



[@sketchdev](https://www.facebook.com/sketchdev)



[@sketchdev](https://www.youtube.com/sketchdev)



[@sketchdevelops](https://twitter.com/sketchdevelops)