Theory House Names Jared Meisel President and Taps Blake Pointer to Lead TheoryNXT

Founder Jim Cusson moves to Chairman to focus on the strategic vision across both companies.


Jared Meisel, President Theory House

CHARLOTTE, NC, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Theory House and its tech venture TheoryNXT today announced the appointment of two presidents, a move that underscores the distinct trajectories of both companies. Jared Meisel, co-founder and a driving force at Theory House since its inception, has been named President of the agency. Blake Pointer, an entrepreneurial brand and growth leader, has been named President of TheoryNXT. Founder Jim Cusson will transition to the role of Chairman across both companies, focusing on strategic vision and long-term growth.

Meisel takes full operational and client leadership of Theory House, the agency he co-founded. He built his career inside two of the largest shopper marketing organizations in the business. At Saatchi & Saatchi X, he opened the agency's first Cincinnati office and led work for P&G's Walmart Global Customer Team. At FCB Chicago, he built and integrated the shopper marketing discipline across client teams and new business development. Since 2013 he has been instrumental in shaping Theory House's Retail Brand Fuel approach and its work for brands including 1800 Tequila, Twisted Tea, and Starbucks.

> We're seeing the biggest disruption in retail in a generation, and we're building the best team to lead through that kind of change."
>
> *Jim Cusson, Chairman*

"The physical store isn't going away. It's being reimagined.

And at the center of that transformation is still a shopper making a choice in real time," says Meisel. "Retail Brand Fuel is how we help brands make that connection stronger and more dynamic, whether the decision starts on a shelf or somewhere the brand can't see."


Blake Pointer, President TheoryNXT

Pointer leads TheoryNXT at launch, bringing more than 25 years of experience building brands, businesses, and growth organizations across the retail ecosystem. His career spans brand development, retail technology, CPG operations, and executive leadership, with roles at Tyson Foods, Nuqleous, Field Agent, and Saatchi & Saatchi X. He also founded and scaled My Brother's Salsa from concept to national distribution before its acquisition. Across these roles, Pointer has built teams, launched products, shaped commercialization strategies, and helped organizations turn customer insight into measurable growth. He brings to TheoryNXT the operator's perspective behind KASPER, its flagship platform and a solution purpose-built for challenges he has spent his career navigating.

"AI is rewriting how people discover and choose brands. A shopper who once walked an aisle or scrolled through search results is now asking an AI agent what to buy and receiving a short list, often with a single recommendation," says Pointer. "Yet most brands have no visibility into how the models shaping those decisions evaluate them, why they make the list, or why they don't. KASPER was built to help brands understand and win their agentic shelf."

About TheoryNXT and KASPER
TheoryNXT is a technology venture launched by Theory House to equip CPG brands to compete in the era of agentic commerce. Its flagship product, KASPER, helps brands measure, diagnose, and optimize their AI visibility, giving them a clear view of how they perform across AI-driven discovery and a roadmap to improve findability, recommendation frequency, and conversion. Learn more at getkasper.ai.

About Theory House
Theory House is an independent retail and shopper marketing agency founded in 2013 and headquartered in Charlotte, NC, specializing in food, beverage, spirits, and CPG. Co-founded by Jim Cusson and Jared Meisel, the agency's Retail Brand Fuel approach combines bold strategy,

breakthrough creative, and shopper-first activations that drive repeat purchase, not just initial trial. Learn more at theoryhouse.com.

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