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# Newground and the experience economy podcast

NewGround and the Experience Economy Podcast

At NewGround, we believe that a new building has the potential to be a business' greatest impression on the world. It is also your most visible relationship with your community, which is why we start with strategy when crafting building solutions. This very strategy ensures your building tells the story of who you are and where you want to go. [Click here to listen to Eloquent Online's Podcast with NewGround's Kevin Dulle, CEEE—Director, Experience Innovations Strategy Team and Brad Ritner, CEEE—Director of Retail Design.](#)