



# KAREN McFARLANE

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Karen McFarlane is a talented and seasoned marketing executive with over 25 years of experience in B2B marketing and consulting. Karen specializes in the strategic growth of businesses through the development of highly-efficient marketing infrastructure systems that span people, process, and technology using a comprehensive mix of demand generation, automation, and analytics to tie activities to measurable and impactful outcomes.

Currently, Karen is the Founder and Chief Marketing Officer of Kaye Media Partners, a strategic marketing practice that helps startups and high-growth companies drive demand for their products and services, develop innovative mobile and web apps, and create high-impact digital content. Karen has worked with a wide range of startups, SMBs and major corporations that span the hi-tech, financial, real estate and entertainment fields. Engagements include serving as a strategic partner to lead global marketing efforts to fractional CMO services to devising hyper-focused regional initiatives to meet key objectives for international and local growth.

Before founding Kaye Media, Karen was the Director of Global Demand Generation at Return Path where she managed the inbound marketing and creative teams to generate new business worldwide. During that time, Karen doubled the productivity of the marketing and inside sales team resulting in a 35% marketing contribution of total revenue. Before that, Karen launched brands for DoubleClick and Prodigy Internet Mastercard, managed marketing operations at Bolt.com, the first social network for teens. and co-launched Time Warner's first e-commerce properties via HBO Home Video.

In addition to her executive career, Karen serves on the Board of Directors for the American Marketing Association of New York as the Membership Chair, and on the Board of Trustees at the Rippowam Cisqua School in Bedford, NY where she sits on the marketing, diversity, search and trustee committees. Previously, she served on the Board of Jack and Jill of America Inc. – Mid-Hudson Valley as Technology Chair and was an Adjunct Marketing Lecturer at Baruch College's Zicklin School of Business.

Over the past ten years, Karen has established herself as a business and personal advisor for small businesses and career-minded individuals on building their personal and professional brands.

Karen received her B.S. from New York University, continued her studies in Media Arts and Film at NYU and later earned her M.B.A. from American Intercontinental University.