

Karen Warner

Professional Experience

2001-to date Karen Warner & Associates, Principal and Founder, Concord, MA

- Founded *Karen Warner & Associates*, a growing professional consulting and coaching firm, specializing in executive, business, and market development. Offers a proprietary model for accelerating the value, brand and revenue growth of companies across industries. Client list includes Aramark, Art Technology Group, IBM and ConocoPhillips.
- Serve as Interim Chief Marketing Officer (CMO) for corporate marketing teams who are in transition or engaged in search for marketing executive.
- Manage and develop marketing teams on an interim basis. Provide career development strategies with an emphasis on turn-around situations.
- Deliver Executive Coaching Development Program nationally to district-level managers for leading \$9 billion services provider.
- Deliver practice-building business acceleration programs for SOHO market.
- Create measurable go-to-market strategies for client acquisition and lead generation for Fortune 1000.

2000-2002 Atlas Venture, Vice President, Marketing, Boston, MA

- Recruited to create new marketing function for private equity firm with \$1 billion in assets under management. Reported to Chief Operating Officer. Ran world-wide marketing in 7 cities in Europe and the US; across three investment sectors.
- Consulted with C-level management of portfolio companies regarding marketing's role in value creation, post funding.
- Managed select multinational firm-wide marketing team. Programmatic hands-on management of creative across complete marketing mix. Selected and managed vendors, agencies, and contracts in all international markets. Recreated identity; defined and executed high-profile industry events. Budget of \$3 million worldwide.

1993-1996 and 1998-2000 IBM/Lotus Development, Senior Director, Cambridge, MA

- 1993-1996: Recruited to build Notes market share via publishing applications. Became first Lotus Web Master and Director for Electronic Media. Held positions in Product Marketing, with emphasis on the newly emerging Internet presence. Responsible for strategic plans that secured Notes' entry into the Internet marketplace. Managed team of 10. Handled press inquiries, speaking opportunities, and sales presentations for C-level executives of Fortune 500. Drove new business models. Created Notes: Newsstand, from concept to market development. \$1M in first-year sales. Acquired by IBM in 1996.
- 1998-1999: Recruited to return to Lotus after participating in two successive dot com acquisitions; reported to President of IBM's Lotus Development software division for one-year executive assignment; worked closely with CIO's and top customers from Fortune 500. Oversaw quarterly board of advisor meetings.
- 1999-2000: Reporting to General Manager, Distributed Learning Business Group, drove strategy and managed operations for IBM's rapidly emerging distance learning business and related acquisitions.

1997-1998 Meridian Marketing, Vice President, Senior Consultant, Cambridge, MA

- Recruited to create Internet practice. Reported to President and CEO. Managed consulting teams deployed to solve an array of market challenges across the marketing mix. Emphasis on marketing planning and brand awareness. Acquired by Porter Novelli in early 1998.

1996-1997 Narrative, Director, Business Development, Waltham, MA

- Recruited to manage business development in new Internet media startup. Narrative was acquired by Excite@Home in 1998. Reported to President and CEO. Acting VP of Marketing. Was responsible for all marketing including highly accelerated product launch, employing classical as well as electronic marketing. Developed and managed Web site as a channel for interactive marketing, electronic commerce, and product distribution.

Additional professional activities

2002-to-2003 Board, WITH, (Women in Transition Helping), NYC

1991-1993 Interleaf, Inc., Vice President, Strategic Marketing

1989-1991 American Express, Director, Strategic Planning

1985-1989 Cullinet Software, Director, Product Marketing

1976-1985 Technical and Marketing Communications Manager

In addition: practiced as a technical writer and manager in the high technology segment for 9 years prior to move into Product Marketing; Raytheon, CompuServe, and Dun and Bradstreet.

Professional memberships

Member, International Coach Federation and ICF-New England

Accreditations

Certified, Executive Coaching, The Hudson Institute of Santa Barbara

Awards received

Outstanding Employee Award, Dun and Bradstreet
Employee Quality Award, American Express

Education

2002 *The Hudson Institute of Santa Barbara*, Certificate, Year-Long Coaching Certification Program

1989 *Columbia Graduate School of Business*, Executive Education Program, Marketing Management

1976 *Rutgers University*, BA, English