

Meet Karen K. McFarlane



Karen McFarlane is the Principal and Chief Marketing Executive of Kaye Media Partners, a B2B technology marketing practice that helps SaaS based businesses maximize their online and offline experiences with the people that matter most – their customers. As a senior marketing professional with over twenty years of experience, Karen specializes in driving revenue through demand generation, marketing communications, content development, product marketing, and client marketing. At Kaye Media Partners, she works closely with the C-Suite to align sales and marketing teams and devise integrated programs that will help meet sales goals and improve marketing performance. She has worked with such esteemed companies as Appboy, TekServe, SendGrid, Creative Virtual, Smartling, and Acxiom, and partnered with agencies to provide their high-end clients with additional hands-on expertise and strategic support. In addition to her extensive technology background, she has worked in the entertainment, financial, education, and real estate fields in targeting B2B and B2C audiences.

Prior to launching Kaye Media Partners, Karen worked as Director of Global Demand Generation for Return Path, an email technology firm targeting marketing and security/IT professionals. In this role, she managed the creative and demand generation teams to elevate the company's brand image and drive revenue generating programs through the pipeline. While there, she doubled productivity of the Inside Sales teams which resulted in a marketing contribution of 35% of total revenue. Additionally, she created and managed the industry's first ever conference on email deliverability – IN: The Email Reputation Conference.

Prior to joining Return Path, Karen spent seven years as a professional marketing consultant. Her past consulting highlights include financial consulting/litigation support firm, FTI Consulting, Prodigy Internet, and DoubleClick.

- At FTI, Karen developed a content marketing program to generate exposure and increase revenue for their consultants.
- At Prodigy, Karen was instrumental in the development and management of the Prodigy Internet MasterCard program and increased applications by over 15%.
- At DoubleClick, Karen launched their new research business unit and handed all marketing activities to support the division's year one sales goal. Karen remained with DoubleClick as Acting Marketing Director for the research division for nine months post launch to execute the marketing plan and launch products and events for their technology division.

Through a strategic partnership, she served as the Head of Marketing for Sandaleo, Inc., a website development and marketing firm catering to SMBs. Additionally, several start-ups and small to medium sized businesses ranging from training to technology engaged Karen's services.

- Executive team member in charge developing CRM software system prototype for a high-end realty technology company.
- Launched an online document manager for residential landlords that has been featured in the Wall Street Journal, MSNBC and Fox Business.
- Planned numerous B2B fee-based webinars for legal, finance healthcare professionals for a business training and management firm.
- Managed event marketing for membership-based professional services firm that convenes senior operating leaders, board members, investment managers and policy makers in exclusive forums for the exchange of ideas and perspectives.
- Launched website presence for Subway Restaurants (South Florida)

Prior to beginning her consulting career in 1999, Karen was the Marketing Manager for Bolt.com – the first social network for tweens and teens. Previously, she was the Internet Project Manager/Marketing Associate for HBO Home Video during which time she led Time-Warner’s directive for HBO Home Video e-business sites, redesigning and re-launching from initial concept through execution.

At Baruch College School of Business, Karen was an Adjunct Lecturer for a year where she taught marketing and advertising. She also served as a Business Advocate for ReStart Central, a non-profit organization helping businesses regain their market share after the September 11th tragedy. She currently volunteers for the Taproot Foundation where she has helped such non-profit organizations as Teaching Matters and East Side House advance their agendas. She serves as the Technology Chair for Jack and Jill of America’s Mid-Hudson Valley Chapter, a family based, African-American organization, and also serves as the Upper Campus Parents Association Chair at Rippowam Cisqua School in Bedford, where she also sits on several committees.

Karen received her B.S. degree in Communications from New York University in 1993. She continued her education at New York University for individualized study and later received her M.B.A. in Marketing from American Intercontinental University. She is a member of the American Marketing Association and Business Marketing Association.

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