

Katherine Hunter-Blyden

TechCXO Partner - Revenue Growth; Interim & Fractional CMO, CRO



techcxo
EXECUTIVES ON DEMAND

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RELEVANT EXPERIENCE

Katherine Hunter-Blyden is a senior marketing executive with P&L management experience. Her distinguished career includes:

Founder & Principal, KHB Marketing.

Katherine assisted business in optimizing digital marketing campaigns and offline promotions to improve ROI. This included providing integrated marketing programs, with a keen focus on paid search, email marketing and paid social media advertising.

Founder / CEO, Hello Cheffy. Katherine founded an innovative online marketplace that generated leads for chefs. She generated market demand that outstripped provider supply and optimized sales conversions.

Marketing Director, Verengo Solar. She planned, built and managed marketing strategies that improved customer activation, and led CRM-based multi-channel lead generation. Katherine utilized traditional and digital marketing channels to develop campaigns generating a CAC below TAC.

Assistant Vice President, Farmers Group, Inc. Katherine turned around an underperforming \$1.3 billion product line. She created a KPI dashboard to measure product managers performance and drive toward P&L goals. She also led a team of business managers, product managers, actuaries and analysts across a region of nine states. In addition, Katherine drove strategy with key cross functional partners.

Product Manager, Progressive Insurance Co. Katherine managed direct-to-consumer (DTC) product and pricing for multiple products with full P&L accountability. She doubled revenue to \$240 million in three years in a single jurisdiction. She also transformed a legacy product to optimally serve DTC customers.

Marketing Leader, Ford Motor Co. Katherine directed agency and internal resources to develop brand assets for truck and SUV brands. She synthesized customer insights through qualitative research on Millennials and other population segments.

PERSONAL STATEMENT

For my clients, I'm most focused on delivering quantifiable and sustainable outcomes in Profit and Revenue Growth; Customer Acquisition, Retention & Loyalty; Digital Marketing Metrics and Product & Brand Management.

I'm frequently called on by Boards, executive leadership teams and investors to assist as an interim and fractional Chief Marketing Officer and Chief Revenue Officer. I very much enjoy coaching business professionals to make sound business decisions and achieve awareness, growth and profit objectives.

PRACTICE FOCUS

STRATEGY & REVENUE GROWTH

- Strategic & Business Planning
- Competitive Assessment
- Distribution & Channel Strategy
- Marketing Analysis
- Product Marketing Management
- Product Portfolio
- Product/Service Market Fit
- Brand Building
- Pricing Strategy
- Business Development
- KPI Assessment
- Strategic Alliances
- Strategic Partnerships

DIGITAL MARKETING

- Paid Search Marketing
- SEO Campaign Development
- Demand Marketing
- Content Marketing
- MarTech
- Customer Acquisition
- Customer Retention & Loyalty

EDUCATION

MBA, **Dartmouth University Tuck School of Business**
MS, BS in Mathematics from **Creighton University**

SECTOR EXPERIENCE

ALTERNATIVE ENERGY

- Solar
- Sustainable Energy
- Utilities

COMMERCIAL SERVICES (B2B)

- Consulting Services
- Media & Information
- Office & Personnel Services

CONSUMER PRODUCTS & SERVICES (B2C)

- Automotive
- On-Demand Marketplaces
- Residential Real Estate

EDUCATION

- Continuing Education
- E-Learning

FINANCIAL SERVICES

- Automotive Insurance
- Fintech
- Property & Casualty Insurance

SOFTWARE

- Content Creation Software
- Communication Software
- Social Platform Software