



# KATHERINE HUNTER-BLYDEN

TECHCXO PARTNER - REVENUE GROWTH  
INTERIM & FRACTIONAL CMO, CRO



## 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 businesses 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
- Performance Marketing
- Customer Acquisition
- Customer Retention & Loyalty
- Mobile App Marketing

## EDUCATION

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

## SECTOR EXPERIENCE

### Alternative Energy

- Solar
- Sustainable Energy

### Commercial Services (B2B)

- Consulting Services
- Media & Information
- Office & Personnel Services
- Software as a Service (SaaS)

### Consumer Products & Services (B2B)

- Automotive
- On-Demand Marketplaces
- Residential Real Estate

### Education

- Continuing Education
- E-Learning
- Primary and Secondary Education

### Financial Services

- Fintech
- Insuretech
- Property & Casualty Insurance

### Non-Profit

### Software

### Professional Services