

KARA KERKER

Through her 25-year global marketing career, Kara Kerker has a successful track record in developing winning products and market positions, marketing system design and operational management. For MarketFrames, Kara has led a wide range of critical client engagements including global, enterprise-wide organization design and implementation, strategic business planning, marketing cost envelope management, talent development, and global and regional marketing systems.

Previously, Kara held executive marketing positions for venture-backed firms. In these roles, she developed the marketing organizations, systems, products, partnerships and plans essential for growth and market advancement. For 11 years, Kara was with Hewlett Packard's consumer business in the United States and Europe. Kara's HP career included heading North American Consumer Marketing during a period of rapid structural change and expansion, during which she lead the development of organizations, marketing processes and the market engagement model to rapidly accelerate and consolidate HP's marketing positions. Kara holds an MBA and a B.S. from Cornell University.