

## CMO Academy Instructor Bio



Through her 20-year global marketing career, **KARA KERKER** has had a successful track record in developing winning products and market positions, marketing system design and operational management. She has held executive marketing positions for multiple venture-backed firms and was the head of Hewlett Packard's North American Consumer Marketing division where Kara led the development of the organization, marketing processes and the market engagement models to rapidly accelerate and consolidate HP's positions in the market. With MarketFrames, she passes on her practical, hands-on experience to Fortune 500 companies needing help with enterprise-wide marketing organization system design and implementation, strategic business planning, marketing cost investment management, and talent development.