

Kathleen Harrington Clark
5025 Doliver Drive Houston, TX 77056
(713) 705-4467 kclark@cartamarketing.com

Executive Summary:

A key member of executive and management teams with people and organizational skills. Harvard MBA with over twenty years experience and leadership in market and brand strategy, advertising, communications, interactive marketing, sales and channel development. International experience in product development, branding and communications.

Experience:

- | | | |
|---------------------|---|--------------------|
| 2002-present | Carta Marketing Strategy and Solutions
<i>Founder and Principal</i> | Houston, TX |
| | <ul style="list-style-type: none">• Clients span high tech, professional sports franchises, healthcare, energy, fashion, fine art and social commerce markets• Full-time Vice President of Marketing and Strategy, Houston Astros Baseball Club for 2012 inaugural season with new ownership; successfully rebranded team including identity, uniforms• As Interim Vice President of Marketing for the Baylor College of Medicine, re-defined brand strategy and created new website and campaign in order to achieve 100% increase in clinical revenue• Acted as Interim Vice President of Marketing and Corporate Communications for St. Luke's Episcopal Health System• Engaged by Texas Children's Hospital to assess marketing organization; determines new structure and hired new staff• Led marketing strategy and planning for Boston-based social networking start-up, enabling growth of over 200% in 6 months• Created customer-centric marketing strategies and plans for Reliant Energy to grow revenue in high volume customer segments• As interim Chief Marketing Officer for www.onit.com, a new project management software company based in Houston, successfully launched company at LegalTech 2010 | |
| 1999-2001 | Questia Media
<i>Vice President, Marketing and Sales</i> | Houston, TX |
| | <ul style="list-style-type: none">• Raised more than \$140M in venture capital over 18 month period for online subscription-based library• Created marketing structure and recruited world-class organization• Managed market research, segmentation, brand strategy and go-to-market and sales plans• Subscriber membership grew to 10,000 over first 6 month period | |
| 1998-1999 | Tricord Systems
<i>Vice President, Marketing</i> | Houston, TX |
| | <ul style="list-style-type: none">• Created marketing organization, strategy and go-to-market plans for start-up in network storage space• Performed in-depth industry and customer research and analysis• Recommended the sale of company to larger, more established player | |
| 1990-1998 | Compaq Computer Corporation
<i>Director, Advertising</i> | Houston, TX |
| | <ul style="list-style-type: none">• Directed brand strategy, planning and spending of \$100 million US advertising including brand advertising, business-to-business and consumer advertising | |

- Led global advertising agency review and managed agency relationship for \$200+ million global advertising budget
- Developed strategy and executed integrated marketing communications campaigns including advertising, collateral, direct marketing, events and online messaging, including website
- As lead product manager on handhelds, led exploratory product development efforts including new handheld devices and tablet computers for global markets

(one goal is to minimize dates and possibly remove these two)

1986-1988	Entre' Computer Centers <i>Product Manager</i>	McLean, VA
1984-1985	Little, Brown and Company <i>Marketing Assistant</i>	Boston, MA
Education:		
1988-1990	Harvard Business School <i>MBA 1990</i>	Boston, MA
1980-1984	Holy Cross College <i>BA, English, 1984</i>	Worcester, MA