

Karen “Kay” is an innovative media and marketing executive with extensive global business and strategic partnership experience with proven success driving new streams of revenue resulting in high- profile agency, brand and sports marketing partnerships. Known in the media industry as a strategic collaborator, she is recognized for her award winning brand and global partnership development for The New York Times. She is an innovative change agent with proven analytical, communication, budget and implementation successes. Karen’s career at The New York Times includes global business development, go-to-market positioning, industry outreach, revenue-building partnerships, brand reputation management, PR/social media counsel, brand purpose and reputation/crisis management.

Kay has been an active leader on not for profit boards including: President of The Financial Communication Society, ( FCS ) Serving as Board chair, Treasurer , founder of the FCS Mentoring Program and Marketer of the Year Awards. Additionally President of Advertising Women of New York, She Runs it, leading their 100 th Anniversary fund raising and membership celebration. Her work on these boards has led to measurable results including increased sustainability through transparent, evidence-based measurement, increased diversity and stakeholder engagement resulting in expanded membership growth, balanced budget and exceeding the strategic three year planning in record time.

Kay is an active golfer, tennis and peloton enthusiast .  
She loves her south ocean home and entertaining with friends and family.