

Karen Krewson

MARKETING STRATEGIST

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- Hillsborough, NJ USA

SUMMARY

Senior strategic marketing leader with a track record of elevating brand and thought leadership awareness, driving demand and revenue, spearheading change management, growing audiences. Experienced at building and inspiring high-performing marketing teams and developing successful, comprehensive multichannel B2B and B2C marketing strategies.

EDUCATION

Pennsylvania State University
Bachelor of Arts, English Literature
significant coursework in life sciences

Dale Carnegie Training
Certificate, Consultative Sales and Service

Content Marketing Institute
Certificate, Content Marketing Strategy

SKILLS

- Marketing Strategy
- Leadership & Team Building
- Collaboration
- Demand Generation
- Thought Leadership Promotion
- Multi-Channel Marketing
- Brand Architecture
- Strategic Communications
- Campaign Development
- Storytelling

LANGUAGE SKILLS

- English
- German

EXPERIENCE

Thermo Fisher Scientific (May 2025-Present)

Vice President, Marketing

- Lead end-to-end marketing strategy and execution for real-world data and evidence, health economics & market access, and patient-centered research, aligned to commercial objectives and business growth goals.
- Define and evolve brand positioning and messaging to clearly articulate differentiated value in the life sciences marketplace.
- Lead the planning and execution of global multi-channel strategies and campaigns— including digital, content, events, and syndicated and paid media—to drive awareness, engagement, and lead generation.
- Manage a high-performing marketing team and collaborate cross-functionally with leadership, sales, operations, and other marketing teams.
- Measure marketing performance and optimize for impact using data analytics, insights, and market intelligence.
- Contribute to cross-business strategic initiatives and executive planning.

CorEvitas, LLC (Jan 2023-May 2025)

Vice President, Marketing

Established and led a team of marketing and design professionals to:

- Leverage corporate brand and position in the market as a leading science-driven RWE organization.
- Establish cohesive brand architecture for a diverse set of acquired assets.
- Create multi-channel strategies including corporate, communications, product, and brand campaign creation and deployment.
- Execute go-to-market launch strategies and value propositions for corporate brand, products/product rollouts.
- Provide business development strategic support and demand generation.
- Manage high-level vendor relationships and oversee marketing budget.

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EXPERIENCE, CONTINUED

Karen Krewson Content & Communications (Dec 2019 - Jan 2023)

Founder/Principal

Content, marketing, and communications consultant working with a variety of clients to deliver:

- Current capability and opportunity audits and consultation to simplify, streamline, and boost the effectiveness of existing marketing teams and functions.
- Complete multi-channel marketing and communications vision, strategy, planning, and creation, including brand awareness and corporate voice development and continuity, content marketing strategy, digital campaigns, collaterals, presentations, speech writing, and more.

Highlights:

- Created a content-based storytelling-focused marketing and communications strategy for an international independent school leadership team that resulted in three years of enrollment above targeted goals for a new school under construction during the COVID pandemic.
- Led cross-functional internal teams to create an elevated marketing strategy for a highly event-focused higher education membership organization, increasing visibility and awareness of its suite of services and benefits, diversifying revenue streams to maintain membership revenue goals throughout the pandemic.
- Established a cohesive marketing structure and strategy for a well-regarded life sciences company, resulting in a singular voice and vision and increasing internal morale as well as external visibility and awareness.

Pollaro Custom Furniture, Inc. (Apr 2019 - Dec 2019)

Marketing Director

Conceptualized, developed, and implemented a comprehensive image-based luxury marketing strategy.

- Evolved highly targeted, multifaceted campaigns and brand presence through the carefully designed use of client touch points, email, social media, trade advertising, and event planning and execution.
- Developed synergistic collateral and provided marketing qualified leads to global sales team
- Promoted niche luxury products through content marketing strategy and editorial placement.

The Enrollment Management Association (Apr 2009 -Mar 2019)

Associate Director, Marketing & Communications

Established and expanded a marketing department that developed and implemented successful communications, marketing, and brand strategies. Led business-to-business and business-to-consumer growth strategy.

- Created effective messaging for B2B and B2C campaigns, increasing usage of multiple products and services by 26% to 333%.
- Developed multi-channel content marketing strategy for a variety of products and programs.
- Collaborated with business development team to enhance awareness, increase membership and product upsell.

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EXPERIENCE, CONTINUED

The Enrollment Management Association (Apr 2009 -Mar 2019)

- Produced industry magazines and test prep guides, managing outside vendors, advertising revenue, and production, resulting a 20% increase in guide sales in the first year.
- Designed and implemented member retention campaigns resulting in an above-average 96% retention rate.
- Developed go-to-market and demand gen strategy and content for B2B SaaS and consumer products.
- Generated an average email open rate of 42% (well above 24.1% industry standard) for over 800 emails/year for 9 distinct audience segments.
- Grew social media audience from <750 to 4,000+ in a niche market. Improved social media campaign engagement by 89%. Developed influencer social media campaigns resulting in early-adopter backing for product/service launches.
- Created multiple B2B and B2C websites and several blogs; developed two successful webinar series.
- Held key position in a successful rebrand, resulting in 9% membership growth over three years. Developed and personified brand “voice” consistently over a variety of media.
- Promoted annual conference, growing attendance by 42%. Grew registration by 18% over 5 years for 10 annual seminars.
- Built online presence and promotional strategy for two new conferences, resulting in sold-out attendance.

Management Planning, Inc. (Apr 1995 - Apr 2009)

Marketing Director

Established a marketing department, directing all aspects of branding, marketing, and communications strategy and implementation.

- Spearheaded corporate rebrand, developing creative and strategic initiatives to improve brand perception and increase brand awareness and engagement.
- Led marketing team in the successful positioning of the company as a thought leader in the privately held entity business valuation space.
- Developed, project-managed, and published newsletters and other collateral.
- Supervised all outbound and internal communications, developed and managed internal communications.
- Built comprehensive go-to-market and demand gen strategy and content for suite of business valuation and investment banking products and services.
- Planned, conceived, and directed production of two websites.
- Designed, created, and managed production for quarterly bulletin/newsletter, growing subscribership by 40%.
- Created and personified brand “voice” consistently over a variety of media.
- Conceptualized, produced, and managed conference displays and collaterals; coordinated a schedule of 40+ annual appearances at conferences and events.