

Karen Meyer

Vice President, Global Strategic Channels at PR Newswire

Denver, CO, US

Seasoned Marketer, Entrepreneur and Business Development Executive

Biography

A serial connector of people and ideas, marketer of causes and creative thinker, Karen has worked with hundreds of clients ranging from giants like Apple to small nonprofits like the SungateKids Child Advocacy Center to develop marketing, promotional and digital programs and partnerships that drive results for each respective business. With over 25 years of experience in the marketing industry, Karen brings a personal passion for creating and executing strategic sales and marketing solutions for a wide array of clients in both the Fortune 1000 and nonprofit space. During her tenure at MarketSource, she founded the company's Custom Events Division, opened a regional office in San Francisco and built and strengthened relationships with many of their Fortune 500 clients. While on a two year hiatus from MarketSource, Karen served as the Vice President of Highway One Communications, an agency owned by D'Arcy. Karen saw a real need in the nonprofit community as she became more and more involved personally in many different charitable and church-related activities. She saw a natural fit between the needs of these organizations and her extensive brand-building, technology and marketing experience. Hence, The Fuel Team was formed. In January 2006, DVCO Technology and The Fuel Team joined forces, and as a combined larger company, provided web-based software to more than 500 companies and organizations in the communications, nonprofit and health care industries resulting in thousands of marketing professionals benefiting from the award winning software. On July 31, 2009 The Fuel Team was acquired by PR Newswire, owned by United Business Media. Karen currently serves as the VP Global Strategic Channels for PR Newswire, developing new partnerships and alliances leveraging PRN's strong product base.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Non-Profit/Charitable, Public Relations and Communications, Advertising/Marketing

Areas of Expertise

Entrepreneurship, Partnership Programs, Technology Integration, Marketing Communications, New Business Development, Content Marketing, Event Marketing, Digital Marketing, Promotional Programming

Affiliations

- Guest Lecturer at the Daniels College of Business (University of Denver) - Member of the Colorado Nonprofit Association

Sample Talks

Exponential Marketing: One Message, Exponential Reach

Content today is opportunity and currency. The challenge is how to prepare and present messages to be consumed and shared by many audiences. Whether you are using event news distribution as a value-add to your exhibitors and sponsors, or are just trying to better promote your event through web and social media distribution, this session will show you the most innovative ways to get picked up in search engines, blogs and websites.

Event Appearances

Exponential Marketing: One Message, Exponential Reach

PR Newswire Webinar Series

Education

North Park University

B.A. Psychology, Marketing, Swedish

Södra Vätterbygdens Folkhögskola

Swedish

Accomplishments

Vice President Global Strategic Channels ? PR Newswire

PR Newswire is the premier global provider of multimedia platforms that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. PR Newswire provides end-to-end solutions to produce, optimize and target content ? from rich media to online video to multimedia ? and then distribute content and measure results across traditional, digital, mobile and social channels.

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