

Karyn Lu

Director, Product Strategy & Partnerships @ HLN at Turner Broadcasting System

Greater Atlanta Area, , US

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Biography

Karyn Lu is Director of Product Strategy & Partnerships at HLN, which in 2014 is reinventing itself as the first TV home for the social media generation. Previously, Karyn led the Insights & Inspiration team at Turner Broadcasting, which is charged with looking to the future and around the globe to identify emerging trends and opportunities, helping to drive innovation across Turner brands. Karyn started her Turner career as a user experience designer at CNN.com, where she co-founded CNN iReport. Karyn is passionate about the Atlanta community and serves in an advisory capacity to organizations including TEDxAtlanta, WABE 90.1 FM and BurnAway. She is part of the LEAD Atlanta Class of 2014. Karyn is a frequent public speaker and has been featured at TEDxCentennialParkWomen and Creative Mornings Atlanta. She holds a M.S. in Digital Media from Georgia Tech and a B.A. in English Literature from Wellesley College. Outside of work, Karyn plays violin with Atlanta-based band Oryx & Crake. She lives in Grant Park with her husband Keith, their son Leo & dog Sputnik. Passion Areas: Innovation / Cultural Anthropology / Trendwatching / Workplace Culture / Play Movement / UX Design / Product Strategy / Rapid Prototyping / Creative Brainstorming / Writing

Industry Expertise

Social Media, Corporate Leadership, Media - Online

Areas of Expertise

Innovation, Product Strategy, Digital Media, Trendspotting, User Experience

Affiliations

IxDA, Wellesley College, Georgia Tech, BurnAway, Turner Broadcasting, CNN, HLN, LEAD Atlanta

Education

Georgia Institute of Technology
M.S., Digital Media

Wellesley College
B.A. English, Psychology

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