

Kirsten Knipp

Vice President, HubSpot Europe at HubSpot

London, Pending, GB

Experienced, engaging speaker that marries inbound marketing theory with practical business examples and inspires audiences to take action

Biography

In addition to driving marketing strategy for international growth, Kirsten leads a cross-functional team of inbound marketing experts developing sales, consulting and operational processes as HubSpot establishes it's European operation. Prior to her current EU role, Kirsten led the Product Evangelism team to spread the word globally about the value of HubSpot software. The evangelism team enabled the sales and channel organizations to achieve explosive growth and informed prospective customers with educational product and vertical content, free trials, customer evangelism, product & customer webinars, social media, analyst and blogger interaction. A frequent public speaker, one of the things she enjoys most is interacting with the business owners HubSpot serves and helping them achieve growth and success using inbound marketing. Kirsten established the first ever HubSpot User Group Summit in 2010 which grew to 1,000 attendees including customers and HubSpot VARs in 2011! Before HubSpot, Kirsten led product marketing for Vignette's Web Content Management product lines. Earlier product marketing and management experiences include roles at Marvell Technology Group, Intel and Siemens. A graduate of Cornell University, Kirsten earned her MBA from the MIT Sloan School of Management, where she focused on technology and marketing and won the Seley Scholarship for Leadership and Contribution. In her free time, Kirsten runs the marketing efforts of her own small, family business, Newbold Stone, and pursues her joint loves of travel and cooking - which is why she also does a lot of sports - so she can have the calorie deficit to eat more!

Industry Expertise

Writing and Editing, Media - Online, Computer Software, Advertising/Marketing

Sample Talks

Inbound Marketing: Generate Leads for 60% Less

Thousands of companies have proven that you can generate leads and drive sales at a 60% lower cost using inbound marketing to attract and convert customers. Hear success stories and learn specific tips on using blogs, social media, SEO, lead nurturing and analytics together as an inbound marketing strategy for radically improved marketing.

Event Appearances

Title

Funnel

Title

HubSpot User Group Summit

Title

Winning Through Innovation - KEYNOTE

Title

B2B Marketing Europe

Education**Cornell University**

BS Hospitality & Business Administration

Massachusetts Institute of Technology, Sloan School of Management

MBA Business & Technology

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