

A dark rectangular box containing the name "KAREN THOMPSON" in white, uppercase, sans-serif font.

KAREN  
THOMPSON



## MARKETING, PRODUCT DEVELOPMENT & BRANDING

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*Passionate brand advocate with proven leadership, strategic planning, marketing and product development experience. Excellent communication and presentation skills. Creative and energetic, with an entrepreneurial work style and a reputation for delivering the impossible.*

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### PROFESSIONAL EXPERIENCE

**CERNER**, Kansas City, MO

**Brand Experience Program Manager**, September 2015 – Present

As **Team Lead**, I'm responsible for the ongoing development, maintenance, and strategy of the corporate brand identity for one of the world's largest health IT organizations. Manage both internal and external creative resources, develop project plans for specific brand identity efforts as well as high level executive projects and strategic brand development.

**KAREN THOMPSON CONSULTING**, Winona, MN and Lees Summit, MO

**Owner**, June 2014 – Present

As **Owner**, I provide consulting services for social media, web, marketing and brand development for my clients. Recommend and manage external web development and graphic resources, develop social media content and marketing calendars. Provide processes and guidance for client staff to grow consumer reach, develop marketing and promotional plans, and enhance sales team effectiveness.

**CREATIVE MEMORIES**, St. Cloud, MN

**Special Projects Manager**, August 2011 - April 2013

**Creative Director**, August 2008 - August 2011

**Director of Product Development**, May 2006 - August 2008

**Sr. Product Manager**, May 2005 - May 2006

**Product Manager**, March 2003 - May 2005

As **Director of Product Development** for direct selling company offering premium scrapbooking supplies, I led the planning, analysis and development of all product programs from inception through the marketing plan. Championed the product development process and was responsible for fostering creativity and collaboration cross-departmentally and with external vendor partners. As **Creative Director**, I managed the development of all brand and product-related marketing pieces (catalogs, brochures, books, a subscription-based magazine, web promos and development, social media, and product launches), all intended to drive consumer engagement. Led internal creative team as well as agency partners. Participated in securing and nurturing celebrity partnership, which led to my role as **Special Projects Manager**, where I developed and produced several books, magazine and media appearances with Nancy O'Dell (host of "Entertainment Tonight").



# KAREN THOMPSON



## Accomplishments

- Developed new products to meet consumer needs, drove hundreds of millions in sales
- Led award-winning corporate rebrand project and ensured new brand was established across all marketing and promotional opportunities
- Developed and wrote speeches and product launches for executives/management as well as celebrity partner for national tradeshow, media appearances and regional events
- Corporate spokesperson at regional and national events
- Routinely contributed to executive-level strategic planning and vision development
- Managed consumer research projects for product, promotions and corporate strategy
- Initiated trend research, resulting in successful \$10M product launch
- Managed and developed teams from 5 to 25+ people, while creating confident future leaders
- Managed multi-million-dollar budgets, consistently on target or below plan, while delivering quality, excellence and innovation despite shrinking budgets and corporate challenges

**CRAFT HOUSE INTERNATIONAL, Toledo, OH**

**Director of Marketing, March 2002 - March 2003**

**Marketing Manager, May 2001 - March 2002**

**Sr. Product Manager, April 2000 - May 2001**

**Product Manager, May 1999 - April 2000**

**Project Manager, August 1998 - May 1999**

As **Director of Marketing** for a company supplying craft, hobby and sporting goods, I was responsible for the development and marketing of all product. Maintained sales analysis and market/trend research to facilitate product updates, introductions and competitive pricing strategies. Directed all internal marketing personnel, as well as freelance designers and product developers. Directed the activities of sourcing department (reduced manufacturing costs and oversaw overseas production). Provided sales training and product presentation for national accounts.

## Accomplishments

- Selected by *Crafts Magazine* for eight features, as well as the cover feature product for a special holiday issue and placement of products as cover material for a fall issue
- Successfully leveraged company's reputation as a leader in educational toys to be selected as a vendor to create exclusive National Geographic products for Target
- Secured placement at Walmart for additional product in-line, year-round, in 1,500 stores (This represented an increase of approximately 10% of overall sales, with additional seasonal promotions that generated another 7.5% increase in sales.)
- Created, developed and brought to market over 50 new products that resulted in two seasonal promotions for Walmart, generating over \$1.5 million in sales
- Negotiated licensing contracts with developers and established licensed brands such as Discovery Channel, Warner Bros. (Looney Tunes), Mattel (Barbie and Hot Wheels) National Audubon Society, General Motors and National Geographic



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**AWARDS/RECOGNITION**

**ADDY Awards, 2008-2012**

*Multiple gold and silver ADDY awards for product design, copy and advertising (catalogs)*

**REBRAND 100® Global Awards**

2011 Notable, Rebrand of Creative Memories

<http://www.rebrand.com/notable-creative-memories>

**2011 Minnesota Best Brand**

Minneapolis/St. Paul Business Journal

**DSA Success Awards**

2011 Rebranding and Partnerships

2013 Category Winner, Product Innovation

**The New York Times**

Inclusion in the 2012 edition of "The Lives They Loved" feature

**EDUCATION**

**University of Minnesota, Morris**

Bachelor of Arts: Major–English, Minor–Speech Communications

