

DOUGLAS KARR

MARKETING EXECUTIVE AND MARKETING TECHNOLOGY LEADER

A seasoned CMO / Fractional CMO and internationally recognized Marketing Technology Leader. Douglas has a proven track record of driving business growth through innovative marketing strategies and cutting-edge technology solutions. Douglas has consistently empowered organizations to achieve their marketing goals and outperform their competitors in the global market. My expertise lies in crafting data-driven marketing strategies, harnessing the latest marketing technologies, and leading high-impact teams to ensure companies thrive in today's dynamic business landscape.



CONTACT

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☎ (317) 412-5660

📍 452 Autumn Lane
Greenwood, IN 46143

SKILLS

- GTM Strategies
- Omnichannel Lead Generation
- Marketing and Sales Technology
- Search Engine Optimization
- Content Development
- Analytics & Reporting
- Email Marketing
- Custom Development
- Professional Development

PROFESSIONAL

- Forbes Agency Counsel
- Venture Capital Due Diligence Advisor
- GoDaddy Product Advisor
- WordPress Product Advisor
- Keynote and Public Speaker
- Podcaster
- Author

COMMUNITY

- LifePoint Church, Greenwood
- United States Navy Veteran
- Married
- Grandfather

PUBLICATIONS & PODCASTS

- Martech Zone & Martech Zone Interviews 2006 - Present
<https://martech.zone> | <https://interviews.martech.zone>
Editor and publisher of a sales and marketing technology publication and podcast with over 50k monthly engaged visitors and 5,000 active email subscribers and listeners.
- Forbes Agency Council 2016 - Present
<https://www.forbes.com/sites/forbesagencycouncil/people/douglaskarr1>
An invitation-only, fee-based organization for executives in successful public relations, media strategy, creative and advertising agencies.

EXPERIENCE

- VP of Marketing / Partner 2020 - Present
Highbridge / Indianapolis, IN
CMO for the firm, Fractional CMO for some clients, marketing strategist for others. Full stack implementations in home services, ecommerce, non-profit, and healthcare industry companies.
- Podcast Co-Host and Producer 2017 - 2020
Dell Technologies / Austin, TX
Developed, recorded, edited, produced, and co-hosted award-winning podcast for Dell Technologies called Dell Luminaries.
- Marketing Consultant / Owner 2005 - 2020
DK New Media / Indianapolis, IN
Full-service agency with recognized experience in SEO and content marketing, marketing technology implementations, and professional development serving clients including Webtrends, Roche, Butler University, Angi, SmartFOCUS, Francisco Partners, GoDaddy, and more.
- VP of Evangelism / Co-founder 2008 - 2009
Compendium / Indianapolis, IN
Advanced content management system for corporate and enterprise blogs to achieve superior search engine ranking. Sold to Oracle.
- Director of Technology 2008 - 2009
Patronpath / Indianapolis, IN
Directed product, development, and marketing for restaurant CRM and online ordering.
- Product Manager and Integration Consultant 2005 - 2007
ExactTarget / Indianapolis, IN
Assisted clients internationally to integrate and leverage email marketing in their marketing strategies. Product manager over subscriber management, tracking, reporting, and REST API, now Salesforce Marketing Cloud.