



# DOUGLAS KARR

CMO / FRACTIONAL CMO

*A results-driven CMO who pairs strategic leadership with hands-on execution to turn vision into measurable impact.*

## CONTACT

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## MEDIA

### 2006 - PRESENT MARTECH ZONE

- Publisher

### 2016 - 2024 FORBES

- Agency Council Author

### 2017 - 2020 DELL LUMINARIES

- Podcast Co-Host

### 2015 - 2018 GODADDY WORDPRESS

- Author / Consultant

### 2010 - 2018 BOOKS

- The Better Business Book
- Corporate Blogging for Dummies

## IMPACT

- AI & Innovation
- Creative & Technical
- Curriculum Development
- Digital Transformation
- Entrepreneurship
- Growth & Revenue
- MarTech Integration
- Strategic & Team Leadership

## PROFILE

Chief Marketing Officer with deep experience leading growth and digital transformation across both B2B and B2C organizations. Proven ability to build and scale high-performing marketing teams, develop innovative martech strategies, and drive measurable revenue impact. Also an entrepreneur, author, public speaker, technologist, developer, podcaster, and writer, with a strong track record of creating influential media platforms and shaping marketing narratives.

## WORK EXPERIENCE

### OpenINSIGHTS 2023 - PRESENT CMO / Fractional CMO

- Developed and executed a comprehensive go-to-market strategy incorporating data analytics, market research, and ABM tactics
- Led branding, messaging, and demand generation efforts to enhance market presence and drive business growth
- Spearheaded AI-powered marketing initiatives, for sales and marketing content generation

### DK New Media 2005 - PRESENT Agency CEO / Fractional CMO / Consultant

- Supported investors and venture firms with B2B due diligence, product roadmaps, competitive analysis, and MarTech implementation for startups and acquisitions.
- Led enterprise digital transformation and platform migration projects from strategy through execution across B2B and B2C organizations.
- Managed internal and external marketing teams to drive brand awareness, customer acquisition, retention, and profitability for B2B, B2C, and D2C companies. Including Dell, GoDaddy, Angi, JDRF, Salesforce, Oracle, Webtrends, Adobe, Microsoft, ChaCha, and more.
- Developed marketing and technology curricula for Butler University and Roche Diagnostics; delivered in-person and virtual education to students, faculty, and professionals nationwide.
- Delivered keynote speeches and presentations at national and regional conferences focused on business strategy, digital marketing, and marketing technology.

## PERSONAL

- Honorably Discharged United States Navy Veteran EM2(SW) who served in both Desert Shield and Desert Storm
- Married, two children, and two grandchildren
- Member and Security Team at Lifepoint Church in Indianapolis, IN