

amy katzenberg

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digital strategist and innovator

A highly experienced digital strategist; Amy Katzenberg has been leveraging insight and innovation to drive business growth and ROI, since 1993. Her success with start-ups, consumer brands and fortune 500 companies has established her as a change agent and evangelist who builds unique solutions that **create brand equity, differentiation and revenue.**

consulting experience

American Achievement Corporation

- Balfour
- Taylor Publishing

Reader's Digest Association

- *The Purpose Driven Connection*
- *Everyday with Rachael Ray*

The New York Post

Viacom (Vh1 / MTV)

CVS Pharmacy Photo Center

The Rock and Roll Hall of Fame

Lexis Nexis

Akamai Technologies

Oxygen Media

dot.com & agency experience

About.com

NewsCorporation – iGuide.com

ActBig.com

WPP Agencies

- Grey Healthcare Group
- Sudler & Hennessey
- Ogilvy & Mather Interactive
- Wunderman

Assorted Advertising and PR Agencies

- Edelman (Trojan, FoodTV)
- Iris (Coty, Sony Ericson, OfficeMax)
- Huge (NutriSystems)

selected accomplishments

- As Digital Revenue Officer at **American Achievement Corporation**, revolutionized yearbooks by introducing QR Code technology and streaming video into printed yearbooks to drive desire, competitive differentiation and buy rates.
- As the founding editor of **About.com**, defined, hired, managed and promoted an ad-supported network of expert guides empowered to make the Internet more manageable and meaningful.
- Created the first digital magazines for **News Corporation's iGuide**, featuring award winning journalists and creative talent. Grew audience from nothing to over 2MM uniques in the first year.
- As **General Manager**, managed the development, launch, growth and monetization of a novel subscription-based website and social network for a break through Reader's Digest Publication, **The Purpose Driven Connection** with Rick Warren.
- Conducted a global digital asset management assessment for **Reader's Digest Association** prior to its acquisition by Ripplewood Holdings. Provided technology and organizational solutions to reposition and revitalize the brand.
- Launched the digital division at **Grey Healthcare Group** (A WPP Company); increased new business revenue by more than 75% over the previous year.
- Developed the **iamakamai** Customer Service Portal to manage the needs of the Internet's biggest content providers.
- Executed a major redesign of the **NewYorkPost.com**, creating a rich, interactive experience, which doubled the average length of stay and increased repeat traffic. Provided ad sales team with high-value, innovative sponsorship models.
- Devised a methodology and corresponding white papers that enabled **pharmaceutical brands** to safely enter the **blogosphere** and still adhere to the industry's restrictive guidelines.
- Developed an integrated **youth marketing** campaign for **Trojan** (Church & Dwight), at college campuses nationwide. Activated students as brand ambassadors to build loyalty. Provided aggregate data to the US Surgeon General to support and inform public health initiatives.

professional experience

Farm-A LLC

Founder, Digital Strategist and Innovator

Austin, TX / New York, NY

5/00 to present

Leveraging almost two decades of industry experience, contacts and business relationships, provide interactive marketing strategy, product development and support to clients in the manufacturing, media, advertising and pharmaceutical industries.

- Create business plans and growth strategies; manage P&Ls and provide tactical direction for revenue generation.
- Lead research initiatives and assessments; implement strategic redesigns and reorganizations.
- Analyze clients' business processes and resources and drive incremental efficiency and profitability.
- Explore new technologies and innovations to ensure that clients stay current with trends and consumer expectations.
- Launch start-ups and prototypes; incubate projects and execute against goals creatively, with limited budget.
- Partner with innovators in mobile, social media and video technology to deliver effective bleeding-edge solutions.
- Use innovation and insights to breathe new life into old brands, and create unique and sustainable value.

professional experience (continued)

American Achievement Corporation

Digital Revenue Officer

**Austin, TX
5/10 to 11/11**

Strategically applied technology, website optimization and multi-channel and viral marketing campaigns to drive growth and brand recognition for a 100 year old commemorative company, facing a declining market place.

- Introduced QR Code technology as a means to incorporate and deliver video from the printed yearbook. Pioneered, marketed and evangelized this technology to distinguish the company among its competitors and truly revolutionize the yearbook as we know it; driving excitement and ultimately increased buy rate.
- Lead the company's digital strategy through a redesign, relaunch, and repositioning; unified multiple divisions and brands under a singular look and feel, and ultimately common tools and infrastructure.
- Built and lead a user-centric team of product managers. UI / UX designers, and business analysts to drive new product development, website optimization and an ever-improving user experience; drove a 27% lift in online sales in year one.

WPP – Sudler & Hennessey (Avenue-e Health Strategies)

Vice President, Client Services Director

**New York, NY
9/04 to 5/06**

- Led the consumer interactive division of a pharmaceutical ad agency; provided strategy and oversight for all accounts.
- Prepared, lead and won dozens of new business pitches; exceeded projected revenue.
- Built and maintained strong relationships with clients, earning their respect, trust and incremental business.
- Evangelized new technologies and innovative marketing approaches to internal and external clients.

WPP - Grey Healthcare Group

Director, eBusiness

**New York, NY
2/02 to 9/04**

- Leveraged digital marketing to build brand identity, facilitate product uptake, and loyalty for pharmaceutical brands.
- Staffed and managed a lean and multi-talented team of interactive experts to launch new company division.
- Managed division's financial forecast, P&L, staffing plan and overall growth; profitable in first year.
- Responded to RFPs and sought out potential business opportunities. Prepared and lead pitches.

About.com (formerly MiningCo.com)

Director, Editorial & Promotions

**New York, NY
9/96 to 8/99**

Launched and shaped the evolution of this ad-supported network of special interest sites run by expert Guides.

iGuide – News Corp. Internet Ventures, Inc.

Music Editor

**New York, NY
5/95 to 9/96**

Created an original, Web-based, weekly music magazine for iGuide; News Corporation's very first online initiative.

Ogilvy & Mather Interactive

Producer

**New York, NY
7/94 to 5/95**

Developed editorial content on behalf of top travel publishers for ExpressNet; an extensive travel resource on AOL.

HG – Condé Nast Publications, Inc.

Assistant Editor

**New York, NY
9/90 to 6/93**

Scouted homes, wrote articles, coordinated food-related stories. Assisted the Managing Editor in all aspects of her job.

education

Columbia University

New York, NY

B.A. 1990, Sociology with extensive studies in Architecture. Dean's List.

Syracuse University Spring 1989 Study Abroad Program, Florence Italy. Concentration in Art History.

publications

St. Martin's Press

Curated and edited two pop-culture books: *Verses That Hurt: Pleasure and Pain from the Poemfone Poets* (1997) and *Fabulous: A Photographic Diary of Studio 54* (1998).

Pharmaceutical Executive Magazine

Co-authored: "Tablet PC Detailing" (May 2005), examining the impact of Tablet PC technology on sales force automation, sales rep support, and related product uptake by customers.

associations

TED – Ideas Worth Spreading

TED Active 2010, 2011 Attendee

Yoga Alliance

Certified Yoga Instructor, May 2012