

PROFILE

Kate Clegg

/ Partner & Senior Vice President, Marketing

Kate has 17-plus years of experience in the general marketing communications sector. She has extensive knowledge in the areas of strategic planning, brand management, product innovation and relationship based sales programs. Prior to joining Brulant in 2003, she was a Principal at Media First Public Relations, a national media relations firm, where she worked with clients to develop and in turn drive their messaging through targeted media channels. Prior to joining Media First, she served as Partner and Vice President of Marketing for Christian & Timbers, one of the world's largest executive recruiting firms. Prior to that, she was the Director of Marketing and Information Services for Colliers International, one of the world's largest consortiums of commercial and industrial real estate firms.

expertise

- strategic planning
- brand development and management
- marketing messaging
- product innovation
- relationship-based sales programs
- public relations
- pr integration
- communications
- event marketing
- culture development
- creative brainstorming/problem solving
- talent acquisition and development

brilliant moment /
watching fireworks from the
Acropolis



career highlights

/ 2003: Media First - Worked regularly with The Wall Street Journal, CNN, CNBC and USA Today and others to position our clients in target media. *Lesson learned:* You cannot buy third party endorsement.

/ 2002: Christian & Timbers - Building the Christian & Timbers brand. As a team, we used pr as our central marketing force that we then drove through all of our other marketing channels. Our work resulted in the creation of a brand that is a nationally recognized brand standing for excellence in executive recruiting at the most senior ranks of the world's most powerful companies. *Lesson learned:* The power of pr should never be underestimated. It will create your brand; therefore manage it carefully and well.

/ 1999: CEO Online - With \$5 million in venture funding, I co-founded and served as the interim CMO for what was the first CEO portal in existence, CEO Online. *Lesson learned:* Timing is everything. While our idea and offering was phenomenal our timing couldn't have been worse! We were about to launch as the .com bust descended upon us!

experience

Media First – Principal

National public relations and marketing integration firm focusing on the technology, professional services and healthcare sectors.

Christian & Timbers – Partner and VP, Marketing

International executive recruiting firm specializing in CEO and senior level executives.

Colliers International – Director of Marketing and Information Services

The largest consortium of commercial/industrial real estate firms in the country.