

Karen L. Webster, President, Market Platform Dynamics



Karen Webster is the President of Market Platform Dynamics, a Boston-based strategic consultancy. She serves as an advisor and member of the board for a number of companies operating in the payment, technology and digital media industries. Karen is a frequent industry speaker and the author of numerous published articles and whitepapers on payments, mobile, social strategy, product design and loyalty. Karen was a key contributor to *Catalyst Code: The Strategies Behind the World's Most Dynamic Companies*, Harvard Business School Press, 2007 (by MPD's David Evans and Richard Schmalensee) and is credited with directing the research for the book and devising its trademarked 6-step Framework.

Karen formerly served as the Managing Director of Global Marketing and Planning for PricewaterhouseCoopers' Management Consulting Services practice. While there she led the firm's eBusiness Strategic Marketing taskforce and created the strategic positioning and go-to-market approach for this firm-wide initiative in the late 1990's. Karen later served as Chief Operating Officer for one of MMC's consulting subsidiaries. In 2002, Karen launched her own B2B strategic marketing consultancy which later combined with MPD. Karen also served as an adjunct faculty member at her alma mater, Johns Hopkins University, where she developed and taught graduate level courses on business-to business marketing.

Karen is also a passionate philanthropist and active member of the community. She is a member of the Board of Trustees of the Dana-Farber Cancer Institute, where she serves as a member of its Executive Council for the Women's Cancer Program, and the Board's Committee on Quality and Community Programs. She is a member of the Board of the United Way of Massachusetts Bay and co-chair of City Year's Women's Leadership Program. She is the cofounder of twoAM (two women on a mission), a fundraising and awareness initiative that benefits breast and ovarian cancer research. Karen also launched Living Conversations (www.livingconversations.com), a web-based community of breast cancer survivors, which was recently profiled on The Today Show.

Cambridge - London - Shanghai - Hong Kong

David S. Evans (Founder) - Richard Schmalensee (Chairman) - Karen L. Webster (President)

T. +1.617.374.4700 - F. +1.617.374.1339 - E. contactus@marketplatforms.com - www.marketplatforms.com

