

Karen L. Webster, President, Market Platform Dynamics



Karen Webster is the President of Market Platform Dynamics (MPD), a management consulting firm that helps companies profit from industry disruption. 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 has a long history of consulting experience, having served as the Managing Director of Global Marketing and Planning for PricewaterhouseCoopers' US\$6 billion management consulting practice. She led the firm's eBusiness Strategic Marketing taskforce and created the strategic positioning and go-to-market approach for this firm-wide initiative. Karen later served as Chief Operating Officer for a US\$125 million consulting subsidiary that is part of the MMC family of companies. In 2002, Karen launched her own B2B strategic marketing consultancy which later combined with MPD.

Karen is the author of numerous articles on marketing strategy, loyalty, product design/bundling and pricing and platform strategies. Her most recent publication is "Designing the Right Product Offerings," *MIT Sloan Management Review*, Fall 2007.

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 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 is 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, Patient/Family Advisory Council and the Board's Committee on Quality. She is a member of the Advisory Board of the Breast Cancer Research Foundation and member of the Board of the United Way of Massachusetts Bay. She is the co-founder of twoAM (Two Women on A Mission), a Dana Farber program focused on raising awareness and funds for breast and ovarian cancer research. Karen recently launched Living Conversations (www.livingconversations.com), a web-based community of breast cancer survivors, which was recently profiled on The Today Show.

