



kick-ass marketing for bold brands teamksa.com

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KSA Marketing Leadership



Katie Schibler Conn A classically trained marketer and founder of KSA, Katie has 20+ years of agency experience leading integrated marketing initiatives for global brands such as Pepsi, SKYY Spirits, and PlayStation. Katie is an industry leader, delivering complex marketing campaigns and forging meaningful business-to-business marketing partnerships with a focus on workforce development. Katie is a past president of the Association of Marketing Professionals of RI (AMP-RI), a member of the Forbes Agency Council, and an alumna of the Goldman Sachs 10,000 Small Businesses program.



David Bradley Author, managing director of Bbg, Inc., founder of Consulting MBA, and strategic advisor to KSA Marketing, David is a professor of marketing – both literally and figuratively. He’s a strategic simplifier, finding the most effective means while efficiently reaching goals. He has authored two books on digital strategy and has been retained by a variety of organizations, from startups to Fortune 100s. Expansive thinking, cross-disciplinary understanding, and strategic perspective married with an insatiable curiosity keep David keenly aware of and engaged by his clients unique circumstances, and ready to develop action

plans. He received his M.B.A. from Providence College, has had his books used in

undergraduate and graduate classrooms, and has taught over 11,600 students virtually and at his undergraduate alma mater, Rhode Island College.



A born and raised Rhode Islander, **Karen Jedson** has 30+ years of experience in the marketing industry. Karen is an experienced leader with a proven track record working with government officials, local community leaders, and tourism development practitioners. She has exceptional skill in public relations, economic development, and events promotion developed through her accomplished career in tourism and economic development. Karen previously served as Director for Tourism, Culture and Development for the city of Warwick, Rhode Island, was a member of the Northeast Economic Development

Association and Discover New England, and sat on several statewide boards and commissions, including the Providence Warwick Convention & Visitors Bureau where she served as the Marketing Chairperson.

Jedson joined KSA full-time in 2020 as the Director of Media Relations, using her marketing expertise to handle all of KSA's public relations, hospitality and economic development-related clients, while growing and developing her team.



Laurie Lewis Laurie has 30+ years of experience in administration, management, and operations. She oversees KSA's day-to-day operations, financial management, and is in charge of nurturing our agency culture through staff development, team bonding and value-driven leadership. For over five years, Laurie has been instrumental in the agency's growth and is the glue that keeps it together.