

KAREN OLCOTT

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STRATEGIC LEADERSHIP

An Emmy Award-winning industry leader with 20-year track record of driving high-performing partnerships with top-tier print, technology, wireless, digital and broadcast media properties. Expertise in:

- Creating a sustainable business and product strategy for emerging markets
- Data-driven negotiation of 3rd party partnerships for search, advertising services, content acquisition, distribution/syndication
- Tactical expertise in project management, sales optimization, and technology integration for online and mobile products
- Developing board-level relationships, with a personal reputation as a trusted strategic advisor
- Driving innovation with a passionate, entrepreneurial and pioneering spirit

PROFESSIONAL EXPERIENCE

T-MOBILE, BELLEVUE, WA

2013 – CURRENT

SR. MANAGER, BUSINESS DEVELOPMENT & INNOVATION

- Scout for innovation, drive strategic partnerships and develop planning of new emerging businesses

PARTNERSHIPS FOR GLOBAL IMPACT, BELLEVUE, WA

2011 – CURRENT

PRINCIPAL

- [2013 Microsoft Alumni Foundation Integral Fellows Finalist](#), for leadership in public – private partnerships
- Executive Producer for [Rape for Profit](#), a documentary about sex exploitation in American cities, #3 documentary in iTunes
- Launched [The Freedom Movement](#), a mapping site to connect private and public organizations to end the global issue of human trafficking, a \$32B profit-driven enterprise
- Co-Authored the [2011-2012 Presidential Initiative](#) for the National Association of Attorneys General (NAAG) to unite Attorneys General in all 50 States to combat human trafficking

NBC NEWS DIGITAL GROUP, REDMOND, WA

2012 – 2013

BUSINESS DEVELOPMENT

- Negotiated and managed performance of 3rd party partnerships for content acquisition and syndication, advertising services, social platform and mobile app development for [NBC News](#), [TODAY](#) and [Breaking News](#)
- Analyzed emerging businesses, extending news content into automobiles, across Wi-Fi Networks, and location-based services

MICROSOFT CORPORATION, REDMOND, WA

1997 – 2011

DIRECTOR, STRATEGIC PARTNERSHIPS & BUSINESS DEVELOPMENT, ONLINE SERVICES DIVISION (2004 – 2011)

- Responsible for content, platform and technology partnerships across 45 markets worldwide to drive high-margin revenue, search queries, and traffic for Microsoft's online product suite ([Bing](#), [MSN](#), Mobile)
- Developed partnership strategy and executed 35 multi-year partnerships to drive \$20M Health and \$10M Fitness verticals for Bing & MSN; extended to Xbox Live, Windows Mobile, several platform apps, and international markets
- Drove global strategy, achieving 500% growth over five years to \$35M/year, for dating and social networking category
- Co-Created new business venture "Private1" which was incubated with Alchemie Ventures and unified cross-divisional teams

DIRECTOR, GLOBAL PROGRAMMING STRATEGY, MSN (2000-2004)

- Developed the content strategy of key vertical partnerships, leading a team of 100 contributors in 40+ markets worldwide
- Successfully managed transition from an access-centric to portal-centric business model, expanding from six to 42 markets and negotiating over 250 new partnerships within a two-year period
- Led exponential growth in emerging markets, from startup to full staffing, directing business and partner strategy

MANAGER, INTERNATIONAL MARKETING, MSN (1997 – 2000)

- Drove acquisition strategy through Hotmail, Messenger and Portal expansion in 40+ markets

PINNACLE EFX, SEATTLE WA

1994 - 1997

EXECUTIVE PRODUCER

- Principal of 12-person branding and design agency for advertising, broadcast & cable TV, and internet services
- Responsible for comprehensive long-term business plan, P&L, sales, marketing, operations, client services and product lines. Achieved 57% revenue growth in two years, and opened new sales offices in Los Angeles & New York.
- Clients included NBC Entertainment, NBC Affiliate Group, Nike, Turner Sports, A&E, Showtime Networks, Microsoft, BBC

SHOWTIME NETWORKS, INC., NEW YORK, NY

1985 - 1994

CREATIVE DIRECTOR

- Developed the Network Design Strategy and implemented the on-air brand and identity packaging for Showtime, The Movie Channel, Flix and other multiplex channels, including derivative subsidiaries across Viacom and CBS Corporation
- Managed in-house creative and design teams, external vendors in design, branding, graphics, animation and music production

ABC SPORTS, INC., NEW YORK, NY

1980 - 1985

ASSOCIATE PRODUCER

- Led graphics and statistics teams for live & taped events, edited "Up Close & Personal" segments, and supported on-air talent with research, interviews and segment ideas. Wrote copy, edited clips and coordinated all on-air promotion for three years
- Events included Wide World of Sports, Monday Night Football, PGA Golf Tour, Ironman Triathlon, NCAA Football, World Skating, World Gymnastics, World Ski Flying Championships, Olympic Games (including 1980 "Miracle Game")

ADDITIONAL EXPERIENCE

EXECUTIVE DIRECTOR, AUSTRALIA'S TV1 NETWORK

- Created business, identity and network launch plan to redistribute content assets from consortium of Sony Pictures, Paramount, and Columbia TriStar International Television in Australia

HEAD COACH, WOMEN'S ICE HOCKEY PROGRAM AT BOSTON UNIVERSITY

OPERATIONS ASSOCIATE, UNITED STATES OLYMPICS COMMITTEE

EDUCATION

M.A., FREIE UNIVERSITÄT BERLIN - International Relations

B.A., BROWN UNIVERSITY - International Relations and German

CERTIFICATE, HARVARD UNIVERSITY GRADUATE SCHOOL OF DESIGN - Architecture

CROSS-SECTOR PARTNERSHIPS

CONSULTANT, PUBLIC & PRIVATE-SECTOR PARTNERSHIPS – Designing pathways for Fortune 500 corporations and Private Foundations to collaborate in funding, research and influence globally for greater social impact, 2008 - current

BOARD OF DIRECTORS, [LOVE146](#) - develop financial platforms for corporate philanthropy and impact investing for an international-focused nonprofit organization, 2009 – current

EXECUTIVE PRODUCER, [RAPE FOR PROFIT](#), a 2012 theatrical release about sexual exploitation in American cities

BOARD OF DIRECTORS, [POLARIS PROJECT](#) - provided long-range planning and development partnerships for a leading global nonprofit organization, 2011 - 2013

FOUNDERS COUNCIL, [GLOBAL BUSINESS COALITION AGAINST HUMAN TRAFFICKING \(GBCAT\)](#) - collaborated on the business vision and inaugural membership of a cause-based coalition of Fortune 500 companies, 2010 - 2011

PRESIDENT, [BROADCAST DESIGNERS ASSOCIATION \(BDA\)](#) - led the merger between two trade organizations combining 2,500 BDA design associates with 3,500 Promax promotion executives in 1997, Executive Officer 1993 – 1997

AWARDS & HONORS

MICROSOFT ALUMNI FOUNDATION INTEGRAL FELLOWS AWARD FINALIST (2013) - for innovation & entrepreneurial leadership

MICROSOFT INDIVIDUAL GOLD STAR AWARDS (2009, 2006, 2005) - for outstanding leadership in strategic partnerships

EMMY AWARDS (1988, 1984) - NBC Live Sports Special for Games of the XXIV Olympiad, ABC Special on the Ironman Triathlon

MICROSOFT SENIOR WOMEN IN LEADERSHIP - Mentor for "Building Communities of Women" program for two years