



We inform, inspire and celebrate the future of media and technology.

Steampunkt Collaborative is an elite team of media, advertising and technology professionals with the unique ability to mesh tried and true practices learned in media like television and print with the dynamics of all forms of interactive media: web, social and mobile. We help marketers, media companies and agencies turn all forms of data into consumer insights. We develop new levels of strategic direction that help companies meet the demands of ever changing technology and consumer behavior. We position and introduce new products to the media and technology space.

Steampunkt Collaborative believes that the everyday objects we now hold dear: our laptops, tablets and phones, are taking us on an incredible adventure into new realms of possibility for human connection and advancement. But these devices have created a chaotic situation for media and marketers who continually play catch up with the data they produce and the technology to manage it. **Steampunkt's** practice leads develop individualized maps for businesses that help them meet the needs of the 21st century and well beyond.

Practice Areas:

- ❖ Insights
- ❖ Data & Integration
- ❖ Interactive & Mobile Advertising
- ❖ Mobile Media & Analytics
- ❖ Social Media & Content Development

What we do:

- ❖ Ad Exchange Maximization Process Development
- ❖ Ad Server Process Maximization
- ❖ B2B and Trade Publication PR
- ❖ Big Data Insights Development
- ❖ Conference Keynotes and Panel Development
- ❖ Human Capital Sourcing and Development
- ❖ Internal Data Knowledge and Insight Development
- ❖ Market Opportunity Assessments
- ❖ Marketing Communications Strategy
- ❖ Marketing Technology Sector Overview
- ❖ Mobile and Social Analytics Strategy Development
- ❖ Mobile App Marketing
- ❖ Mobile Content Deployment Strategy
- ❖ On-site Consulting (Half-day and full-day packages)
- ❖ Primary Research
- ❖ Primary Research Analytics
- ❖ Process Analysis
- ❖ Product Development Specs for Mobile Media Start-Ups
- ❖ Sales Process Maximization
- ❖ Sales Meeting and Training
- ❖ Social Media Cookbook Development
- ❖ US Media and Advertising Market Overview
- ❖ US Mobile Media and Advertising Market Overview
- ❖ Vendor Assessments

Who We Are

Kathryn Koegel, Chief of Insights, Founder -- A noted industry analyst, Kathryn Koegel is a media and marketing expert who has led initiatives in online, print, TV and now mobile media. **Steampunkt** has risen out of her desire to be a force of change, sanity and excellence in a field known for its mind-numbing complexity and hype. She regularly contributes to Advertising Age on topics such as best practices in interactive marketing, mobile marketing, advertising on social media and the field of marketing automation.

She had an extensive career in media (GQ, US News & World Report, Gemstar TV Guide Television) in addition to digital expertise. At the height of the dot-com era, she was the VP of marketing for one of the first online ad networks, Phase2Media. She was the Director of Research & Industry Development for DoubleClick in the early '00s and created its first industry trend reports and many early reports on consumer behavior in respect to interactive media. Her primary research work has been accepted and published by The ARF and ESOMAR.

Gerard Broussard, Practice Lead, Data & Integration -- Gerard Broussard is an accomplished advertising research professional with unparalleled experience covering digital media, audience measurement (including set-top box) ROI analysis, media strategy and marketplace analysis. Gerard served as VP, Media Insights & Analytics, at Canoe Ventures, a cable operator joint venture whose purpose is to build out advanced TV platforms across member MSOs. During his 13-year tenure at WPP/GroupM, he was strategic planning research lead at the MediaEdge operating company and also oversaw research across Beyond Interactive, MEC Interaction and Mindshare Interaction, GroupM's digital and direct operating companies. Before joining WPP/GroupM, Gerard served as Director, Market Resources at CBS television network.

Marlea Clark, Practice Lead, Social Media and Content Development -- A social media pioneer and former journalist as well as media marketing specialist, she was most recently Editor in Chief and Content Strategist at Luminary Labs, a social media strategy company. She launched The DX: The Diabetes Experience, a site dedicated to life and living with diabetes. A writer and editor with extensive experience in health and wellness, Marlea came to Luminary from Prevention magazine, where she was responsible for content strategy and brand relevance across multiple platforms, including digital, apps, video, and books. She has appeared regularly as a health and wellness expert on national and local television, live video chats, and radio. Prior to that, Marlea worked as a writer, editor, and brand strategist for major publications including the South Beach Diet, American Express Publishing and Reader's Digest.

Evan Neufeld, Mobile & Analytics Advisor -- Evan Neufeld is known for developing interactive market research products & services. He is currently Head of Product and Marketing for StellaService, a company that optimizes online shopping experiences and was until June 2012 the CMO of GroundTruth, a mobile analytics firm developing insights out of carrier data. Evan was VP and Senior Analyst at comScore Mobile (formerly M:Metrics), where he oversaw comScore's products and services focused on mobile advertising and marketing, including the areas of effectiveness, placement and planning. Earlier, Evan was VP of Industry Analysis at NPDTechworld. There, he focused on developing advisory services analyzing technological convergence and its impact on key consumer and business sectors for clients such as AOL, Sony and Hewlett-Packard. Beginning in 1996, Evan was part of the research and management team at Jupiter Research.

Larry Harris, Advisor - Interactive & Mobile Advertising, Marketing Automation -- Considered an interactive advertising and mobile media visionary, Larry Harris is one of the most esteemed executives working in media and marketing technology today. He is currently the CMO of PubMatic, an advertising technology company. An experienced mobile marketing and advertising executive and noted speaker for more than 20 years, Harris has led integrated marketing and branding programs for Microsoft, Bank of America, Verizon Wireless, AT&T and Intel. Harris is the former Chief Executive Officer of Ansible Mobile, an early mobile agency. Larry served as EVP and Director of Integrated Marketing for Draft, (now Draftfcb), where he built and led the global technology team and oversaw the company's relationship with Interpublic. In 2000, Harris co-founded the digital division of FCBi.