

KIM FLUM

Strategic communications, differentiation, positioning + growth systems builder.

I work best where the answer isn't obvious yet: a complicated technology that needs a market story, a business with disconnected pieces, or an organization with plenty of marketing activity but no clear system behind it. I learn the product, customer, market and constraints; find the connections and contradictions; then turn that understanding into positioning, go-to-market direction, communication systems and practical plans teams can use.

Impact

\$90M+

marketing budgets managed

\$300M+

annual revenue generated

194–600%

revenue growth from integrated programs

50%+

year-over-year web traffic growth

Current leadership

MARKETING DIRECTOR

Open Technology Incubator · 2026–PRESENT

Lead marketing across a portfolio of early-stage technology ventures moving from technical capability toward commercialization, shaping brand, positioning, launch planning, communications and digital presence across multiple emerging companies.

- Separate product capability from market readiness by surfacing unresolved customer, use-case, proof and commercial-model questions before campaigns begin.
- Create repeatable frameworks for spinout positioning, launch readiness, communications, digital presence and market planning without forcing identical strategies.
- Translate scientific and technical inputs into credible company narratives, product positioning, use cases and customer-facing explanations.
- Identify what should be solved once at the incubator level versus rebuilt by each venture, creating reusable infrastructure while protecting individual identities.

PRINCIPAL / INTEGRATED MARKETING CONSULTANT

Craft Communications · 2008–PRESENT

Advise organizations across technology, automotive, education, e-commerce and public sectors on integrated marketing strategy and execution.

- Align strategy, creative and performance against business goals across brand, digital, communications and go-to-market programs.
- Advise executives and stakeholders on positioning, messaging, launch planning and the systems required for continuous improvement.
- Clients include Magellan GPS (MiTAC), OCTA, California State University Northridge, 1-800-DENTIST and Informa Research Services.

Professional experience

MARKETING, BRAND & COMMUNICATIONS LEAD

QSI, Inc. · 2019–2025

Owled marketing, brand and communications for QSI and affiliated businesses, turning fragmented needs into a coherent company presence.

- Rebuilt the parent brand and developed distinct identities, messaging and customer-facing systems for affiliated companies and startups.
- Took digital strategy through implementation, designing and launching multiple websites end to end – information architecture, copy and content, SEO strategy and digital presence – within an interconnected web, search, content and PR system.
- Developed executive presentations, product positioning and sales enablement that connected technical offerings to customer needs and business objectives.
- Led external communications during a major ransomware incident while facts were still developing, balancing leadership, customer, partner and stakeholder needs.

Professional experience, continued

HEAD OF CORPORATE MARKETING

Magellan / MiTAC Digital Technology · 2017–2019

Led corporate marketing across consumer and commercial navigation technology, including TRX and Magellan Fleet, spanning hardware, software and connected products.

- Translated sophisticated technical capabilities into customer value with technical, product, sales and leadership teams, sharpening positioning and product messaging for consumer and commercial audiences.
- Led an integrated commercial marketing system across digital, content, advertising, PR, partnerships and co-marketing, trade shows, events and field marketing.
- Built go-to-market around the customer decision journey — awareness, education, acquisition, conversion and retention — supported by collateral, product sheets, presentations and channel tools.
- Used campaign and customer data to inform positioning, audience, channel and product decisions.

DIRECTOR, DIGITAL MEDIA & MARKETING

The Stronach Group / XBTv (HRTV) · 2014–2016

Helped launch and grow a fully digital sports network with a lean team, connecting launch strategy, website, content, acquisition and retention through a test, learn and refine operating model.

- Grew website traffic 54.77% year over year and social engagement 146% by continuously refining content, campaigns and audience strategy.
- Improved email opens 72% and click-through 64% through segmentation, testing and a higher-performing lifecycle strategy.
- Increased memberships 11.43% and reduced paid-member cancellations 26.06% through integrated acquisition and retention programs.

Earlier management experience

DIRECTOR OF MARKETING

California State University, Northridge

Led marketing for university programs, aligning brand, recruitment and communications across departments.

MARKETING MANAGER

FTSI

Led integrated communications, PR, sales enablement, events, automation and demand generation.

DIRECT MARKETING MANAGER

Rubin Postaer Associates (RPA)

Managed direct response programs for national accounts, from strategy and creative through measurement.

INTERNATIONAL MARKETING MANAGER

Newegg.com

30% YoY growth in revenue, traffic and conversion; optimized initiatives produced 165% traffic and 85% revenue growth.

DIRECT MARKETING MANAGER

DIRECTV

Managed a \$90M acquisition budget driving 45%+ of company sales and ~\$300M annual revenue; found \$1M+/month in savings.

MANAGER, SALES & MARKETING

Daily Breeze / Los Angeles News Group

Reduced churn 17%, increased web sales 350%, and saved \$510K+ in expense while improving retention.

Education

Master of Business Administration (MBA)

Marketing & Management

California State University, Northridge · 2011

- Founded MBA Start-Up & Venture Capital Club (SVCC)
- Teaching Associate, Marketing and Management departments
- Research Associate, CSUN Management Consulting Center

Bachelor of Science in Business Administration (BSBA)

Business Administration & Marketing

California State University, Northridge · 2004

- Awarded Harvard Business School Entrepreneurship Scholarship
- Awarded two marketing scholarships