

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.

- 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. · Financial Services Technology · 2019–2025

- Owned marketing, brand and communications for QSI and affiliated businesses, turning fragmented needs into a coherent company presence.
- Rebuilt the parent brand, then translated that structure into distinct affiliate identities, messaging, digital properties and customer-facing materials.
- Established interconnected web, search, content, PR and sales-support systems instead of isolated deliverables.
- Led external messaging through a major ransomware incident across customer, partner and stakeholder audiences.

HEAD OF CORPORATE MARKETING

Magellan / MiTAC Digital Technology · 2017–2019

- Led corporate marketing across consumer and commercial navigation technology, including TRX and Magellan Fleet.
- Translated sophisticated product capabilities into customer value with technical, product, sales and leadership teams.
- Built go-to-market around the customer decision: awareness, education, acquisition, conversion and retention.

DIRECTOR, DIGITAL MEDIA & MARKETING

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

- Launched and grew an emerging sports network.
- Website traffic +54.77% YoY, social engagement +146%, email opens +72%, click-through +64%.
- Memberships +11.43% and paid-member cancellations –26.06% through integrated lifecycle campaigns.

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%, saved \$510K+ in expense while improving retention.

Education

Master of Business Administration, 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, Marketing

California State University, Northridge · 2004

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