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Kay Kennedy has over 25 years' experience working in close partnership with senior management, focusing on marketing strategy, positioning and sales/marketing support for major public and private blue-chip professional services firms.

Most recently, she has consulted with a variety of prestigious law, accounting, consulting and financial services firms in the U.S. and Europe to create and implement innovative marketing programs to increase their visibility with key target audiences.

Before that, Kay was partner, global marketing, for Korn/Ferry International, developing and executing integrated international marketing strategies for the company's 70 offices in 40 countries. Her responsibilities included new product and service introductions, acquisition integration, advertising, issues-oriented public relations programs, key sponsorships and alliances to gain worldwide visibility, internal communications and crisis management.



Prior to Korn/Ferry, Kay was partner in charge of marketing communications for Coopers & Lybrand (now PricewaterhouseCoopers), where she led a department of 50 marketing professionals responsible for the strategy, development and implementation of the firm's external and internal communications programs. She worked closely with the firm's chairman and executive committee to create corporate branding and positioning.

She has also held senior marketing roles with KPMG and in public broadcasting. She began her career in production at NBC-TV.

Kay graduated from Smith College with a BA in English and art history.

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