

Kathryne Auerback
Madison Environmental Group, Inc.

25 North Pinckney, Suite 310
Madison, WI 53703

Education

B.A. University of Hawai'i. 1996.
M.A. University of Wisconsin – Madison. 1998.
M.B.A. University of Wisconsin – Madison. 2007.

Professional Experience

- 2008 - **Madison Environmental Group, Inc.**, Madison, Wisconsin
Vice President. Directs operations and business development. Works with clients to provide strategic planning, corporate sustainability and communications consulting and project management.
- 2003-2008 **Physicians Plus Insurance Corporation**, Madison, Wisconsin
Director of Marketing. Worked with the executive leadership team to develop the corporate strategy. Developed and directed the execution of the organization's strategic integrated business-to-business and business-to-consumer marketing plans, including advertising, public relations, community relations, sales support and communications across a broad range of audiences.
- 2000-2003 **Orion Marketing Group** (Glowac+Harris), Madison, Wisconsin
Senior Vice President. Consulted with clients to develop and direct the implementation of successful strategic marketing and public relations programs. Led a team of account service, research, media buying, creative design and production staff to execute projects and plans on time and on budget, delivering exceptional results for clients. Led brand revitalization workshops, from educational presentations to multi-day strategic planning sessions.
- 1998-2000 **Madison Radio Group** (Clear Channel), Madison, Wisconsin
Account Executive. Responsible for advertising sales through a consultative approach for a wide range of clients.
- 1991-1995 **Cooper International** (Environmental Contractors), Honolulu, Hawai'i
Manager, Business Development. Designed and implemented a formal marketing and business development process.
- 1987-1991 **Maxim Engineers, Inc.** (Environmental Consultants), Dallas, Texas
Assistant Marketing Manager. Helped to develop and execute the initial marketing program for the organization. In a previous position, conducted Level 1 environmental site assessments of commercial and residential properties.

Activities and Achievements

2007-2007 Madison Area Community Supported Agriculture Coalition Board, Development Committee
2007 Women in Business Council Scholarship
2005-2007 Downtown Madison, Inc., Membership Committee
2005-2008 YMCA Activate America Team
2004-2006 MMoCA Marketing Committee

1997
1996

William F. Vilas Fellowship
Phi Beta Kappa & Golden Key National Honor Society