



# Karl Feldman

PARTNER

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#KarlFeldman

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## WATCH KARL'S REEL



*"The most successful businesses aren't those with the smartest experts. They are the ones who promote the experts they have the smartest."*

Karl Feldman is a seasoned entrepreneur with executive roots who leads Hinge's client service delivery. A former engineer, Karl founded several VC backed ventures before moving into the professional services industry. Before joining Hinge, Karl directed marketing for a top-50 construction firm.

A partner at Hinge, Karl brings decades of experience in strategic branding, communications and technology to every engagement. When he's not helping clients differentiate themselves and drive growth, he blogs and speaks about professional services marketing and strategy at events around the nation. Karl is a recognized Visible Expert® in the AEC industry.

## Experience

- Partner at Hinge, a leading marketing firm for the professional services industries
- Expert in using online marketing and technology to fuel growth
- Pioneer in marketing high-profile B2B national brands online
- As a founder, he secured multi-million dollar venture capital deals.
- Created successful growth strategies as an executive for top brands, including Herman Miller, HITT Contracting and USA Networks
- Quoted widely in industry publications such as ENR, AIA and BD+C, as well as numerous trade and professional journals

# Biography

## Karl Feldman

### STANDARD

Word Count: 153

Karl Feldman leads client service at Hinge, the leading research-based branding and marketing firm for professional services. He expertly guides professionals and their firms through the complexities of research, marketing strategy, brand building and high-performance website development.

Before joining Hinge, Karl was Director of Marketing at HITT Contracting, a top-50 general contractor with 700 employees and five offices nationwide. He was also Director of Marketing at The Healthy Back Store, a national retail operation, and Sit4Less.com. An inveterate entrepreneur, Karl has founded and run several small companies in his career.

An expert in high-growth strategies, Karl blogs and speaks about professional services marketing and strategy at events around the nation.

A compulsive builder himself, Karl spends his free time designing and unleashing a panoply of (sometimes useful) gadgets — from robots to drones to motorized skateboards. Karl studied computer science at Virginia Tech. He lives in Washington, DC, with his wife and son.

### ABBREVIATED

Word Count: 100

Karl Feldman leads client service at Hinge, the leading research-based branding and marketing firm for professional services. He expertly guides professionals and their firms through the complexities of research, marketing strategy, brand building and high-performance website development.

Before joining Hinge, Karl was Director of Marketing at HITT Contracting, a top-50 general contractor with 700 employees and five offices nationwide.

Karl blogs and speaks about professional services marketing and strategy at local and national events for leading associations such as AIA, ACEC and SMPS. Karl studied computer science at Virginia Tech and lives in Washington DC with his wife and son.

### BYLINE BIO

Word Count: 41

Karl Feldman is Partner at Hinge, the leading research-based branding and marketing firm for the professional services. Hinge conducts groundbreaking research into high-growth firms and offers a complete suite of services for firms that want to become more visible and grow.

# Speaker Introduction

## Karl Feldman

Word Count: 143

Our speaker today is a leading Visible Expert® in the marketing of professional services firms. He is a partner at Hinge, a firm that specializes in professional services branding and marketing, where he leads their client service team and guides clients through the complexities of modern marketing — from research and strategy to content marketing, brand building and high-performance website development.

He and his firm also conduct groundbreaking independent research into the marketplace, uncovering the strategies and techniques used by the best-performing firms. Hinge publishes this information and makes much of it freely available to the world.

He is quoted widely in industry publications, including ENR, AIA and BD+C, as well as numerous trade and professional journals. And he speaks frequently at events around the nation for leading industry association, such as AIA, ACEC and SMPS.

Please join me in welcoming Karl Feldman.

# Images

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1024 x 684 horiz



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