

About Me



Katie Tomlinson Broder is a strategic leader with 15+ years of experience turning content into revenue. Before launching KTB Advisory in 2024, she was a Managing Director and Head of Content Monetization for Barclays Global Research & Data Science, scaling high-performing teams across marketing, sales, strategy, and events. Katie specializes in turning insights into action and has a proven track record of originating innovative client engagement strategies to drive revenue growth. Katie's goal is always the same: to connect customers with people, products, and platforms in ways that move businesses forward. She has a proven ability to make complex offerings clear, compelling, and scalable, and to translate sophisticated data strategies into digestible business use cases.

Expertise

Commercialization & Revenue

Go-to-Market Strategy
Management Dashboards
Performance KPIs
Pricing Strategy
Productization
Sales Enablement

Customer Engagement

Business-Data Translation
Content Distribution
Customer Conferences & Events
Customer Meetings

Infrastructure

Conference & Event Management Tools
CRM Implementation
Metadata & Cataloging
Self-Service Interfaces
Subscription Management

Regulatory & Operational

Data Governance
Data Licensing
FINRA, SEC & MiFid II Regulation
General Data Protection Regulation (GDPR)
Master Service Agreements (MSAs)
Service Level Agreements (SLAs)
Statements of Work (SOWs)

Solutions & Services

Advisory Products
Analytics-as-a-Service
Data-as-a-Product
Data-as-a-Service
Data Integration & Engineering
Data Solutions
Predictive Analytics

Services

Architecting New Initiatives

Piloting strategic concepts to gauge value before scaling resources

Delivering Strategic Projects

Executing on initiatives deprioritized by competing day-to-day demands

Providing Sector Expertise

Drawing on deep experience to effectively engage and target investment bank customers

Directing Product Launches

Tactical execution of rollouts, ensuring precise coordination and market readiness

Core Capabilities



Client Analytics

- Devising systems and strategies to target, engage, and retain key relationships
- Optimizing CRM systems and segmentation tools to drive business
- Designing reporting frameworks that track ROI and support strategic decisions



Client Experience

- Mapping the client journey across content, products, interactions, and events
- Crafting differentiated service offerings for segmented accounts
- Delivering thought leadership, events, and marketing campaigns that convert attention into revenue



Business Development – Investment Banks

- Cultivating strong relationships with key stakeholders to build trust and foster collaboration
- Offering expert guidance to navigate complex data infrastructure and regulatory landscapes
- Providing insight into the issues firms are facing and how data analytics can solve them



Product Development

- Informing product selection and prioritization through data and insights
- Establishing core functionality and prototypes to validate solutions
- Defining target customers and pricing strategies to maximize opportunities
- Designing go-to-market plans and creation of marketing collateral