KTB ADVISORY

Empowering Financial Services Firms to Sell, Scale, and Stay Connected

Data-Led. Client-Focused. Commercially Sharp. Compliant.

About Me

Katie Tomlinson Broder is a strategic leader with 15+ years of experience turning insights into revenue in the financial services industry. 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 corporate access. Katie specializes in turning data into action and has a proven track record of originating innovative analytics and client engagement strategies to drive revenue growth. Katie's goal is always the same: to connect institutional clients with people, products, and platforms in ways that move the business forward. Qualified in U.S. and U.K. financial regulation, she brings a compliance-first mindset and a proven ability to make complex offerings clear, compelling, and scalable.

Expertise

Client Engagement
Analyst Marketing
Corporate Access
Credit/EM Events & Trips
Conferences
Conference Calls & Webcasts
Research Distribution

Commercialization & Revenue
Broker Votes
Coalition Greenwich Data
Equity Commissions
Hard-Dollar Research Monetization
Extel/Institutional Investor Survey
Management Dashboards
Sales, Trading, and Research KPIs
Soft-Dollar Research Monetization

Data & Infrastructure
Business-Data Translation
Conference Management Tools
CRM Implementation
Meeting Management Tools

Markets & Products
Data-as-a-Product
Debt Markets
Emerging Markets
Equity Markets
Financial Research

Regulatory & Compliance
FCA Qualified
FINRA Qualified
General Data Protection Regulation
Investment Advisors Act
MiFid II
Regulation Fair Disclosure (Reg FD)
S24 Qualification

Services

Architechting New Initiatives

Piloting strategic concepts to gauge value before scaling resources

Delivering Strategic Projects

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

Bridging Coverage Gaps

Addressing key opportunities in areas without dedicated coverage

Core Capabilities

Client Analytics

- Building the foundational data infrastructure to enable analytics-driven decision-making
- Devising systems and strategies to target, engage, and retain key relationships
- Optimizing CRM systems and segmentation tools to support sales, trading, and research
- Designing reporting frameworks that track ROI and support strategic decisions

Client Experience

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

Scalable Execution

- Designing cross-functional operating models across sales, trading, and research
- Establishing workflows and accountability structures
- Leading change management across business lines and products

Contact Information

katie@ktbadvisory.com | +1 401-749-5655 | ktbadvisory.com

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KTB Advisory's Process:

Adapts to your needs, whether building a business-wide strategy or refining a particular strategic focus area	Enables clients to move from incomplete or underutilized data assets **to a scalable, action-oriented ecosystem**	. Equips teams to operate more efficiently and **measurably improve client outcomes**

Operating Model

Discovery & Assessment

1. Data Cataloging and Systems Evaluation
- Review the inventory of available data points, assess completeness, and identify critical gaps.
- Evaluate current systems and workflows, including information entry processes, data output formats and methods, storage infrastructure, and reliance on third-party vendors and tools.

2. Stakeholder Engagement
- Conduct key stakeholder interviews and/or collaborative working sessions to understand objectives, skepticisms, and underlying pain points.
- Identify and prioritize the challenges that, if resolved, will deliver the greatest gains in performance and efficiency.

3. Proofs-of-Concept (POCs)
- Design early examples of how key user groups can receive the metrics necessary to take actions, enhance performance, and simplify their workflows.

Analytics Development and User Enablement

1. Full Analytics Build
- Define urgent, essential, and nice-to-have tools and metrics needs across all stakeholder groups. Ensure clarity on the intended users and the actions the tools should drive.
- Examples: priority account and contact lists, engagement targets, vote calendars, individual and team level KPIs, account-level KPIs, content marketing pipelines and actions, fill-rate tracking, survey targets.

2. Interface and Distribution Design
- Collaborate to design the right tools and interfaces: dashboards (in Salesforce, Tableau, Excel, etc.), alerts and notifications, manual or automated distributions (e.g., weekly reports to teams), regular review meetings.
- Determine where the inputs and outputs should live (CRM, email, shared drives, etc.), who owns production and maintenance, what technical or personnel updates are needed.

Action Planning & Impact Analysis

1. Performance Triggers and Response Framework
- Define clear triggers and responsibilities that prompt stakeholder action based on performance insights.
- Configure flags for recurring scenarios (e.g., threshold breaches), identify scenarios that require thoughtful interpretation and intervention and assign ownership for those actions.

2. Oversight & Strategic Progression
- Define clear, time-bound goals by user group.
- Establish review process.
- Provide a sequenced roadmap for improvements, integrations, and process refinements.

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