



Kenneth Doherty

Chief Marketing Officer

A high energy, results driven, strategic business leader, Ken has held leadership positions in multiple agencies over the course of 20 years, and has developed a comprehensive overview of successful marketing.

With extensive experience driving integrated B2B and B2C programs that create brand engagement, sales and loyalty, he has helped launch over 25 new products, and two highly successful automotive rebranding campaigns, including the iconic GMC, WE ARE PROFESSIONAL GRADE. He has managed and led business for clients like Rolex, Mercedes Benz, Cadillac, GMC, Silverado, Marriott and KPMG. He is highly successful in building client relationships, driving client business and delivering innovative solutions. He is valued as a dynamic, proactive and visible leader who builds strong collaborative relationships.

Ken completed his undergraduate work at Fairfield University in Connecticut, and while doing his graduate studies at Columbia University he did course work in developmental psychology, neuropsychology and behaviorism.