Karen Orlandi

Marketing Director | Automotive Aftermarket & Engineered Products | Mechanical Engineer + MBA

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Summary

Marketing leader who builds structured, measurable marketing functions in engineering-driven companies. Lead marketing for ProCharger, a performance supercharger brand, and its B2B sister brand Inovair, reporting to the CEO. Grew factory-direct sales from 0% to 20% of revenue and doubled web traffic in a mature, highly competitive market.

Background spans product engineering, competitive intelligence and strategy at Honeywell, M&A integration at Autodesk, and ecommerce leadership at Treasury Wine Estates. Fluent in engineering, sales and finance, with a record of turning reactive marketing into planned, tracked programs.

Core Strengths

- **Marketing strategy and planning:** annual plans, GTM, competitive positioning, budgets
- **Digital and ecommerce:** web analytics, conversion, SEO, paid social and search, email
- **Dealer and channel marketing:** dealer communications, product data feeds, lead routing
- **Brand and community:** product launches, influencer programs, earned media, trade shows
- **Leadership:** building teams and processes, aligning executive stakeholders, managing agencies
- **AI-enabled marketing:** Claude, ChatGPT, Gemini in daily use, improving efficiency about 80%

Experience

Marketing Director — Accessible Technologies, Inc. (ProCharger and Inovair)

Nov 2021 – Present · Hybrid

Lead all marketing for two brands: ProCharger, a consumer performance-supercharger brand sold direct and through dealers, and Inovair, a B2B maker of industrial blowers and compressors. Report to the CEO; own a ~$1M annual budget, 3 direct reports and outside agencies.

Results

- Grew factory-direct sales from 0% to 20% of revenue, supporting average annual revenue growth of 10–15% in a mature, highly competitive segment
- Doubled daily website traffic, from about 3,000 to 6,500 visits
- Rebuilt the email program on permission-based opt-in, lifting open rates to 30% before 2025 inbox-provider filtering changes
- Grew the earned-media network from 10–20 contacts to a loyal group of 100+ outlets/creators

Building the function

- Built the company's first structured marketing operation, replacing ad hoc requests with planned, calendared and tracked programs coordinated with the company executive team
- Introduced web analytics and turned lead gen opportunities into tracked sales leads
- Redesigned the sales team's lead-handling process so new leads are followed up consistently
- Selected and manage a paid-social agency, optimized for lead quality rather than reach
- Created a formal influencer program: application, committee review, contracts and tracking

Launches, dealers and industry

- Run communications for 3–5 major product launches a year, to both consumers and dealers: blogs, Meta ads, email, print and promotional events
- Led dealer product-data feeds through the SEMA Data Co-op to ACES and PIES standards
- Lead SEMA Show and PRI trade-show presence

Inovair (B2B)

- Write web content, email and sales materials; produce presentation and event materials
- Improved the Inovair website's search visibility, user interface and information architecture
- Launched and manage LinkedIn presence for Inovair and its VP of Sales; directed video customer-testimonial production

Product Manager, Web & Commerce — Treasury Wine Estates

Nov 2016 – Nov 2021 · Napa, CA

- Owned the web platforms (Salesforce Commerce Cloud, Sitecore) behind 37 brand websites
- Led ecommerce and web workstream of $11M digital transformation, including UX, IA, and SEO
- Partnered with agencies on 30+ digital campaigns, focused on conversion
- Trained brand and DTC teams in web analytics, tag management and campaign best practices

Co-Owner, VP Marketing & Finance — Aabalat Fine & Rare Wines

2008 – Present · Petaluma, CA · Online wine retailer

- Acquired a struggling business with bank financing, after business plan and financial projections
- Quadrupled revenue in the first year through new sales and marketing strategy
- 2x operating margin versus the prior owner; tripled monthly organic search traffic through SEO

Autodesk — Manager, M&A Integration (2008–2009). Led cross-functional teams of 10–30 people integrating multimillion-dollar acquisitions, from due diligence to process alignment.

Honeywell — Torrance, CA (2000–2008)

- **Strategy & Business Development Manager (2006–2008):** helped turn around underperforming $1B business unit; ran 120 voice-of-customer interviews with automotive OEMs in 7 countries; led business-development opportunities and competitive war game to shape GTM strategy
- **Competitive Intelligence Manager (2005–2006):** built the global competitive-intelligence process for a $1.7B product line
- **Marketing Analyst** (2004–2005) · **Buyer, New Product Introductions** (2002–2004) · **Product Engineer** (2000–2002)

Lee Davis Consulting — Consultant, Co-Owner (2009–2018)

Industry involvement

- Elected member, SEMA Motorsports Parts Manufacturers Council (MPMC); in second term, led the subcommittee that runs the annual Media Trade Conference

Tools

Magento, Wordpress, Shopify, Salesforce Commerce Cloud, Sitecore, Drupal · Google Analytics, Tag Manager, Search Console, Google Ads · Meta Ads · Mailchimp, Constant Contact · SEMrush, Moz, Screaming Frog, Hotjar · Adobe Creative Suite · Claude, ChatGPT, Gemini · Basic HTML/CSS

Education

- **MBA** — UCLA Anderson School of Management, 2006
- **BS, Mechanical Engineering** — California Polytechnic State University, San Luis Obispo, 2000
- **Six Sigma Green Belt** — Honeywell