



PLAYBOOK

STRATEGIES
STRATEGY. INSIGHT. GROWTH.

POSITIONING

Katherine Rowe

Strategy & Insights That Drive Growth



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FOCUS AREAS

Sports

Entertainment

Tech

Lifestyle

HOW I WORK

01 Start with the data you have

02 Size the opportunity

03 Test, shift & measure

04 Make it stick

Based in Austin, TX. Working globally.

PORTFOLIO

I turn data and insight into decisions that drive growth.

The value isn't the analysis. *It's the framework that remains after the work.*

WHAT I DO

Growth & revenue strategy

Customer acquisition, ticketing & pricing, and event value.

Partnership & sponsorship

Valuation, benchmarking, and ROI models for deals that pay off.

Media & data activation

Broadcast integrations, data storytelling, and athlete & AI activations.

Tech stack & data foundations

Systems audits, measurement design, and data transformation.

QUESTIONS I HELP ORGANIZATIONS ANSWER

- Where are we leaving ticketing and event revenue on the table?
- Which partnerships and sponsorships actually pay off?
- Who are our fans, and what makes them buy more?
- Is our data driving decisions, or just sitting there?

EXPERIENCE

2024–2026 CrowdIQ

Client strategy & insights; crowd data into ticketing and sponsorship gains.

2021–2024 Salesforce

Data storytelling & partnership ROI across F1 and Olympic ecosystems.

2020–2021 Kraft Analytics Group

Ticketing analytics for the NFL and its 30 clubs.

2012–2018 U.S. Army

Signal officer; satellite, radio & network communications.

Let's build your playbook. katherine@katherinerowe.com