

Julie Kistler _ Executive Bio

AI Marketing Strategy Leader | Fractional CMO | MarTech & Analytics Executive

Julie Kistler is a senior marketing strategy leader operating at the intersection of artificial intelligence, data science, and growth marketing. She partners with organizations to modernize marketing strategy, integrate AI and analytics, and build scalable marketing systems that drive clarity, alignment, and measurable business outcomes.

With experience spanning CMO-level leadership, AI-driven analytics, MarTech strategy, and executive communications, Julie brings a rare combination of strategic vision and technical fluency. Her work focuses on translating complex data into actionable intelligence that supports executive decision-making, accelerates growth, and improves marketing accountability.

As the Founder of AI Strategy Labs, Julie advises executive teams on AI marketing strategy, predictive analytics, experimentation frameworks, attribution modeling, and MarTech governance. She has led the evaluation, selection, and implementation of marketing platforms across enterprise systems, ensuring technology investments align with business objectives and long-term scalability. Her approach emphasizes ethical AI, responsible data use, and practical adoption across cross-functional teams.

In addition to her consulting and advisory work, Julie serves as a Campus Communications Director, Marketing Educator, and AI Strategy Lead, where she designs and oversees data-driven communication strategies and digital marketing programs. In this role, she increased parent and community engagement by 68%, modernized communication platforms, and led MarTech training and enablement initiatives. She integrates AI concepts, analytics, and experimentation into curriculum and project-based learning, impacting more than 500 learners.

Julie's leadership background includes senior roles across marketing, revenue, GTM strategy, and analytics, with experience managing large teams, multi-million-dollar budgets, and complex stakeholder environments. She has worked across industries including technology, SaaS, real estate, data platforms, and education, bringing a pragmatic, outcomes-focused perspective to every engagement.

She holds a Post Graduate Program in Data Science & Business Analytics from The University of Texas at Austin, is completing a Master of Science in Strategic Communication, and maintains multiple professional marketing certifications. Julie is also a U.S. Navy veteran, bringing discipline, structure, and accountability to her leadership approach.

Across every role, Julie is known for her ability to connect strategy to data, data to decisions, and decisions to results—helping organizations navigate AI-driven marketing transformation with confidence and clarity.

Core Executive Capabilities

- AI Marketing Strategy & Transformation
- Fractional CMO & Marketing Leadership
- MarTech Strategy, Integration & Governance
- Predictive Analytics & Experimentation
- Growth Analytics & Attribution Modeling
- Executive Dashboards & Decision Support
- Cross-Functional Leadership & Enablement
- Ethical AI & Responsible Data Use