

KATHERINE TUOMINEN - CATALYST BRAND STRATEGY

Marketing, Brand & Communications Leader · Health, Wellness & Regulated Categories

Founder & CEO, Catalyst Brand Strategy

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Marketing, brand, and communications leader who builds visibility and trust for organizations in high-stakes, regulated categories, with deep specialization in health and wellness. Founder and CEO of Catalyst Brand Strategy, an award-winning international PR and communications agency. More than a decade across film and television, luxury retail, and global strategic communications, pairing narrative and design with hard commercial outcomes: 400%+ ROAS on paid PR, seven-figure partnerships, a #1 Amazon bestseller launch, and national broadcast features. Known for moving brands from scattered visibility to durable authority through an ethical, governance-first approach.

Core Competencies

Media & Earned PR	Media strategy and Dream 100 targeting · tier-one print, digital, broadcast, TV, and podcast placements · press releases, op-eds, bylines · thought leadership and ghostwriting · media training
Strategic Partnerships & Event activations	Brand and platform alliances · MOU and sponsorship negotiation · creator, ambassador, and influencer programs · co-marketing, cause, and distribution partnerships · event and runway activations
Business Development	Agency P&L · new business, proposals, and pitch decks · pipeline and CRM systems · retainer growth, packaging, and retention · go to market strategies
Brand, Design & Messaging	Positioning and narrative architecture · copywriting and brand voice systems · visual direction across Adobe, Canva, and Gamma · websites, landing pages, media kits, white papers · naming and IP
Performance Marketing	Paid PR and advertorial (ROAS) · paid and organic social · SEO / SEA / PPC · email and lifecycle funnels · analytics, KPIs, and reporting

Signature Results

400%+ ROAS on paid PR	423% (HigherDOSE) and 794% (Final Straw), scaling one health brand's leads from 390 to 4,341 at \$1.27 CPL with +35% sales QoQ.
Seven-figure partnership	B2B deal for ConnectWell from a single TED-Ed feature that scaled to CNTV broadcast reaching 120M+ US homes.
#1 Amazon Best Seller	Bestselling book launch and a Good Housekeeping 2026 Snack Award for a founder client, with ~34M monthly media reach.
Landmark event in 36 days	Built LA's first clinically designed sensory-friendly activation from a blank page: 8 tier-one partners, a KultureCity MOU, an HBO Miracle Project partnership, USA Today feature permission, ~\$54K budget protected.

1,650% client-value lift	Repositioned a corporate wellbeing brand from \$2K to \$35K with +60% qualified bookings; delivered 40.76% ROI on a consulting client's funnel.
100+ brand campaigns	Scaled the firm across 15 sectors and 7 countries

Professional Experience

Founder & CEO — Catalyst Brand Strategy | New York / International | Feb 2022 – Present

Founded and scaled a boutique international PR and communications agency for founders and brands in high-trust, regulated sectors, from health, telehealth, and behavioral care to beauty, FMCG, financial services, and emerging AI governance. Own P&L, business development, and delivery, and lead a distributed team of six across the US, Mexico, and the Philippines. Differentiated on an exclusive one-brand-per-vertical-and-region model. Built proprietary frameworks (the Governance-First Authority Model and Holistic Marketing Ecosystem) and a contractual money-back guarantee: 16 placements in 16 weeks, or the equivalent refunded. Convened a senior advisory board (Rick Lowe, brand as enterprise value across funding rounds, acquisitions, and IPOs; Victoria Spaulding-Burford, digital experience and accessibility leadership at Kaiser Permanente, with product experience at Salesforce).

Media & earned PR	Placed clients in Forbes, USA Today, Fast Company, Good Housekeeping, Business Insider, LA Weekly, and ABC. Took EverBella from one feature to 16+ placements across four formats and 2,915+ subscribers in six months. Built 2.4M monthly readership (Elite Healers); first national placements in five weeks for a GLP-1 telehealth practice. Ghostwrite client bylines for Psychology Today and WebMD; contribute to The Good Men Project. Selected engagements: Karviva / The Balance Cure · GoBehavioral / Cozy-Con · ConnectWell · EverBella · Empowered Endings · Elite Healers · BEMTime · Bridgeside Telehealth · NorthShore Care · ISMAI
Partnerships & BD	Negotiated MOUs and alliances with KultureCity, The Miracle Project, and 5-Eleven Hoops, and opened a Netflix ambassador pipeline via Pink Poodle. Secured a NYFW runway debut and an EndoFound America ambassador deal. Built the proposal, pipeline, referral, and CRM systems driving recurring revenue.
Brand, design & growth	Directed positioning and messaging systems (VO Beauty's Refined Sensitivity System IP; an end-to-end financial-services build for CBIG across international compliance). Drove 423% and 794% ROAS, +707% MoM Instagram views (Arancia), and a 300 to 1,500+ email list in three months (GetAboutAble).

Earlier Experience	Years	Highlights
Founder — Culture Cure	2021–2022	Hosted a world-first digital health summit; guest lectured at RMIT; spoke to 200+ at a Women in Tech event; built a team including a psychologist and an app developer.

Earlier Experience	Years	Highlights
Account Relationship Manager — Warner Bros. Entertainment	2018	Managed key accounts and executive sponsors including Warner Music; produced media briefs, trend reports, and briefing collateral.
Executive Coordinator, Indie Production — Spectrum Labs	2017	Executive coordination, stakeholder management, and production administration during development of a New Zealand television drama (season two).
Marketing Clearance Coordinator — Fox Film Studios	2016	Cleared marketing assets across London, LA, and Sydney teams; secured global brand placements with GoPro and Microsoft.
High-Ticket Luxury Sales & Business Development — Harrolds, Tag Heuer & more	2015	High-ticket sales and BD across leading luxury houses, including Harrolds representing Saint Laurent, Tom Ford, Gucci, Alexander McQueen, Stella McCartney, and Giuseppe Zanotti; built and managed private client lists.

Thought Leadership, Media & Speaking Co-author of the mindfulness book <i>The Art of Being Here and Now</i>; regular contributor to The Good Men Project; ghostwritten client bylines in Psychology Today and WebMD. International keynote speaker and guest on 52+ podcasts; signature talk, "Ethical Marketing Is Not an Oxymoron." Guest Lecturer, RMIT University (Leadership and Culture). Upcoming: Lunch & Learn, Women's Business Network (Canada), October 2026. Client earned media placed in Marie Claire, Fast Company, Women's Health, USA Today, Good Housekeeping, Glamour, Entrepreneur, Thrive Global, LA Weekly, Business Insider, and TED-Ed.	Awards & Recognition ● PR & Social Marketing Partner of the Year — Women Leaders, Business Circle Awards (2025) ● Purpose-Led Marketing Innovator Award — Prime Awards (2025) ● Management Consulting Award — Wealth & Finance International (2025) ● Golden Women Awards — 2025 ● Entrepreneurial Excellence Award — Founders 2.0 Conference (2026) ● Ethical Marketing Innovator of the Year — Australian Enterprise Awards / APAC Insider (2026) ● Featured in Forbes - 2020 ● 1% for the Planet partner ● Healthcare Businesswomen's Association
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Education

- Luxury Brand Management scholarship, Istituto Marangoni (Milan / Paris / Florence), 2025 ·
- Graduate Diploma in Marketing Management, RMIT University
- Bachelor of Arts, The University of Melbourne (Screen and Cultural Studies; French exchange scholarship, Lyon)
- Advanced Diploma in Multimedia Producing, Australian Film & Television School · Graduate
- Certificate in Platforms for Change, Griffith University.