



# Karen Rubenstrunk

Executive  
Partner  
Serving  
**CIO**  
**Professionals**

Karen  
serves  
as  
one  
of  
Forrester's  
CIO  
Executive  
Partners,  
working  
with  
CIOs,  
chief  
digital  
officers,  
chief  
technology  
officers,  
and  
other  
technology  
executives  
and  
their  
teams  
to  
advance  
their

major initiatives, with a special focus on creating customer-obsessed strategies that drive business growth. As a strategic advisor, she plays the role of “on-call expert,” providing clients with an objective, external viewpoint to help them tackle their toughest challenges and capitalize on market

opportunities  
as  
quickly  
as  
possible.

Karen  
works  
across  
all  
of  
Forrester,  
bringing  
research,  
advisory,  
consulting,  
events,  
and  
data  
services  
together  
with  
her  
technology  
management  
expertise  
to  
provide  
the  
insights  
CIOs  
need  
to  
successfully  
navigate  
and  
win  
in  
the  
age  
of  
the  
customer.  
Key  
challenges

she  
helps  
CIOs  
confront  
include  
developing  
and  
implementing  
a  
customer-  
obsessed  
operating  
model;  
driving  
digital  
transformation  
and  
innovation;  
incorporating  
data  
and  
analytics  
into  
the  
technology  
planning  
process;  
and  
constructing  
digital  
engagement  
strategies.

### **Previous Work Experience**

Karen  
spent  
over  
25  
years  
as  
a  
practitioner  
in

the  
technology  
industry,  
many  
of  
them  
managing  
global  
IT  
organizations  
in  
Fortune  
500  
companies.  
In  
addition,  
she  
built  
the  
CIO  
research  
and  
advisory  
service  
for  
Meta  
Group  
(now  
Gartner),  
was  
an  
IT  
executive  
coach,  
and  
was  
also  
a  
member  
of  
Korn/Ferry  
International's  
CIO  
executive  
search

team.  
Over  
the  
years,  
Karen  
has  
led  
critical  
research  
in  
areas  
such  
as  
leadership  
development,  
value  
attainment,  
innovation,  
and  
organization  
change.  
Karen  
co-  
authored  
*The  
CIO  
Edge:  
7  
Leadership  
Skills  
You  
Need  
to  
Drive  
Results*  
and  
has  
been  
a  
repeat  
panelist  
for  
the  
CIO  
100

and  
CIO  
Innovation  
Awards.

©  
Forrester  
Research,  
Inc.  
and/or  
its  
subsidiaries.  
All  
rights  
reserved.