

KARIE “STERLING” BARRETT

ENTERPRISE GROWTH LEADER | VP MARKETING & GTM STRATEGY | AI INNOVATION & STARTUP BUILDER

Builder by instinct. Strategist by training. Operator by necessity.

—Known publicly for thought leadership and published works under the brand “Sterling Phoenix.”

PROFESSIONAL SNAPSHOT

Enterprise growth leader and startup builder with 20+ years leading marketing, product, and platform strategy across SaaS, IT services, healthcare, govtech, and media. Recognized for turning complex ideas into scalable systems through **GTM design, AI-enabled operations, and cross-functional leadership**. Career spans **zero-to-one startup launches, enterprise demand generation, and high-performing team development** across U.S. and international markets. Known for clarity, systems thinking, and driving growth where strategy meets execution.

SELECTED ACHIEVEMENTS

- **Enterprise Growth:** Generated **4+ leads/month** for six- and seven-figure custom software projects through **ABM, SEO, and PPC**, fueling multi-million-dollar pipeline expansion.
- **Startup Acceleration:** Launched **15+ startups** across SaaS, healthcare, govtech, and media, leading strategy, product, and GTM from zero to live.
- **AI Strategy & Efficiency:** Improved execution speed by **20–30%** with AI-driven workflows; reduced GA4 attribution errors one-third for cleaner ROI.
- **SEO Transformation:** Designed and executed SEO strategies that lifted ranked keywords +58%, delivered triple-digit traffic gains, and added 7 new page-one placements in 90 days.
- Authored *Ultimate Guide to Software Requirements Specifications*, adopted in university curriculum, cited in AI models, and downloaded by NASA and Fortune 500s.
- Architected websites, client/employee portals, SaaS MVPs, and web apps using WordPress and secure hosting workflows.

CORE COMPETENCIES

Growth Strategy • GTM Architecture & Execution • Enterprise Demand Generation & ABM • Startup Advisory & Acceleration • AI-Driven Marketing Ops & Automation • SEO/SEM + Paid Media Strategy • Product & Platform Innovation • Revenue Attribution & Analytics • Cross-Functional Leadership • Storytelling • Positioning & Differentiation • Team Building & Succession Systems • Change Management & Organizational Transformation • Stakeholder Alignment • Thought Leadership & Public Speaking • AI Strategy

Charlotte Metro | Huntersville, NC
Remote-First

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kariebarrett.com (Portfolio)
sterlingphoenix.net (Thought Leadership)

KEY ROLES

QAT Global – Head of Marketing & Growth Strategy (Director Title, VP Scope) | 2014–Present

Function at VP scope: report directly to owners, lead enterprise GTM, startup launches, and revenue ops.

- Contributed to company revenue doubling twice through pipeline acceleration and demand gen.
- Built and led distributed marketing teams across the U.S. and Brazil.
- Directed cross-functional contributors across product, dev, & offshore teams.

Rustad Dermatology – Marketing Director/Practice Manager | 2004–2005

- Increased new patient visits by 78% across five locations; boosted collections by 40%.

State of Nebraska & Nonprofit Collaborations – Consultant/Director | 1997–2004

- Built SEO-optimized platform scaling to 301K+ hits/month, outranking NCADI.
- Designed “The Right Stuff” campaign, adopted by 10+ states.

COMMUNITY & MENTORSHIP

MarketingProfs • Content Marketing Institute • GrowthHackers (Contributor) • Digital Marketing Charlotte • Advisor to startups & mentor for emerging entrepreneurs