

Karl Feldman



Karl Feldman is a seasoned entrepreneur with executive roots who leads Hinge's architecture, engineering and construction practices. Beginning his career in e-commerce and B2B with leading national retailers, Karl founded several VC backed ventures before moving into the professional services industry. Before joining Hinge, Karl directed marketing for a top-50 construction firm.

A partner at Hinge, Karl brings decades of experience in strategic branding, communications and technology to every engagement. When he's not working with clients to differentiate and drive growth, he writes articles, conducts webinars and speaks at national events for premier associations such as AIA, ACEC and SMPS. Karl is a leading Visible Expert® in the AEC industry.

"The most successful businesses aren't those with the smartest experts. They are the ones who promote the experts they have the smartest."

Experience

- Partner at Hinge, a leading marketing firm for the professional services industries
- Expert in using online marketing and technology to fuel growth
- Pioneer in marketing high-profile B2B national brands online
- Secured multi-million dollar venture capital deals as a founder
- Created successful growth strategies as an executive for top brands, including Herman Miller, HITT Contracting and USA Networks
- Work with leading industry firms, including Hensel Phelps, RS&H, Syska Hennessy Group and Gensler
- Quoted widely in industry publications such as ENR, AIA and BD+C, as well as numerous trade and professional journals

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Biography



Karl Feldman

WORD COUNT: 146

Karl Feldman leads Hinge's architecture, engineering and construction practice. He guides clients through the complexities of research, marketing strategy, brand building and high-performance website development.

Before joining Hinge, Karl was Director of Marketing at HITT Contracting, a top-50 general contractor with 700 employees and five offices nationwide. He was also Director of Marketing at The Healthy Back Store, a national retail operation, and Sit4Less.com. An inveterate entrepreneur, Karl has founded and run several small companies in his career.

Karl blogs and speaks about professional services marketing and strategy at local and national events for leading associations such as AIA, ACEC and SMPS.

A compulsive builder himself, Karl spends his free time designing and unleashing a panoply of (sometimes useful) gadgets — from robots to drones to motorized skateboards. Karl studied computer science at Virginia Tech. He lives in Washington, DC, with his wife and son.

ABBREVIATED WORD COUNT: 89

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BYLINE BIO WORD COUNT: 40

Karl Feldman is Partner at Hinge, the leading branding and marketing firm for the professional services. Hinge conducts groundbreaking research into high-growth firms and offers a complete suite of services for firms that want to become more visible and grow.

Speaker Introduction



Karl Feldman

WORD COUNT: 143

Our speaker today is a leading Visible Expert® in architecture, engineering and construction marketing. He is a partner at Hinge, a firm that specializes in professional services branding and marketing, where he runs the AEC practice and guides clients through the complexities of modern marketing — from research and strategy to content marketing, brand building and high-performance website development.

He and his firm also conduct groundbreaking independent research into the marketplace, uncovering the strategies and techniques used by the best-performing AEC firms. Hinge publishes this information and makes much of it freely available to the world.

He is quoted widely in industry publications, including ENR, AIA and BD+C, as well as numerous trade and professional journals. And he speaks frequently at events around the nation for leading industry association, such as AIA, ACEC and SMPS.

Please join me in welcoming Karl Feldman.

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