

Kate Butler | Biography

Kate Butler is an international entrepreneur with more than 10 years of experience in business management. An American citizen of Thai heritage, she holds a Master's degree in Management from Metropolitan College of New York (MCNY) with a 3.9 GPA.

She started her career as assistant general manager for a Bangkok firm where she gained valuable experience by developing new business, diversifying its product and service offerings and expanding its brands into additional markets. Kate accumulated progressive experience in multiple markets including real estate, hospitality, fashion, furniture, cosmetics and health care products.

Within these businesses, Kate worked side by side with the general manager handling communications, supervising staff and managing finance. In addition, Kate was responsible for planning, sourcing, managing sales, overseeing the front and back office and so forth. Kate developed marketing communications plans that helped the company grow sales to \$1 million in revenue by 2001.

Kate continually seeks new experiences and loves traveling. She has traveled extensively across the U.S. (East and West Coasts) and around the world including Germany, the UK and she has lived in three countries, including New Zealand as an exchange student during 2006.

In 2007, after finishing her bachelor's degree in Business Administration and Marketing, Kate relocated to the U.S. where she continued to refine her international business English proficiency before studying International Business at Baruch College and Financial Markets at Harvard University. Ultimately, she obtained her MBA in General Management with highest honors from MCNY in New York City. During her MBA international field studies, she participated in meetings with executives both domestically and abroad to learn best practices from several leading international corporations including Google, Young & Rubicam, Bloomberg, Deutsche Bank, Time Inc., LexisNexis, etc.

To support herself during her studies in the U.S., Kate leveraged her general management and social media experience to establish and manage an ecommerce business – sourcing, marketing, selling and fulfilling online orders for high-margin products and services on Amazon, eBay and so forth. Kate meticulously ensured quality at every step of the customer journey – from listings to order fulfillment – as evidenced by her “above standard” rating on eBay. She attributes her online success to thorough competitive research, detailed attention to cost management and a genuine passion for maintaining 100% positive customer feedback.

In 2013, Kate was inducted into the Sigma Beta Delta International Honor Society. Also in 2013, she joined the International Young Leaders Assembly – part of the Global Peace Foundation – at the United Nations headquarters in New York City. The experience helped her better understand the path to great entrepreneurship and inspired her vision of giving back to the world.

From all of its alumni, MCNY selected Kate to represent the University in its 2015 marketing campaign and she appears on billboards and in advertisements throughout the greater New York City metro area as an exemplary individual and role model.

Most recently, Kate has been administering the Salesforce.com CRM system for Information Answers Ltd. – a registered Salesforce.com consulting partner that is focused on the convergence of new marketing cloud tools (CRM), the rapid proliferation of the Internet of Things (IoT) and the emerging personal cloud market (VRM).