



## **Katie Krueger**

### **Adjunct Faculty**

Center for Professional & Executive Development,  
Wisconsin School of Business

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Katie loves teaching and learning about the possibilities that the digital age – and the internet-connected technology at its heart – offer to creative entrepreneurs and marketers to build real, human connections with their customers. She currently teaches marketing at the Wisconsin School of Business, including topics such as digital marketing, mobile marketing, marketing strategy, and social media marketing. She has won teaching awards in 2017, 2018, 2019, and 2020.

Katie brings 10+ years of experience in entrepreneurial marketing for resource-constrained startups and social ventures. Her book “Give with Gratitude: Lessons Learned Listening to West Africa” chronicles how she cofounded a nonprofit lunch program in Dakar, Senegal while spending a year doing graduate study there. She has also started a grant writing firm that raised over \$11 million in funding for its clients and a publishing company which has produced multiple Amazon and USA Today bestselling books. She was also the first full-time employee of Spill Inc., a tech startup company with a social mission, and helped raised its angel round of funding over \$400,000.

She graduated from the Wisconsin School of Business with her MBA in entrepreneurship.