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theKarmagroup

No stranger to hard work and determination, Lynn learned at an early age the importance of excellence and keeping it a priority in every job. Both The Karma Group and its clients benefit from Lynn's sound leadership, infectious enthusiasm, and strategic solutions.



Lynn's extensive experience in marketing and advertising involves all the 5Ps of GBIG, sometimes from the client side and sometimes from the agency side. Lynn's first exposure to **paper** and its related industries was right out of the gate having started her career on the client side at Fort Howard Corporation as part of their in-house agency specializing in media planning and placement. Conducting customer tours, she gained intimate knowledge of Fort Howard's **pulp** and recycled-paper processing. Her next stop was a more creative endeavor in **packaging**, helping lead the visual display and design team at Shopko. After eight years as a client, Lynn transitioned to the agency side of the business. She made the move to The Karma Group and has now worked with custom **plastic** thermo-formers, specialty papers, tissue product consumer packaged goods, paper manufacturing, and **printing**.

This diverse background allows The Karma Group to understand what it is a client needs from an agency and it is part of what has made Lynn and The Karma Group successful. In addition to having an inherent understanding of client need, the depth of the insight The Karma Group brings contributes to its success. By engaging minds, inspiring hearts, and moving souls, we strategically drive marketing, advertising, and communications with clients who simply want their investments to work harder and get results. It's not brain science, but our processes are. Leveraging the recent breakthrough insights of social psychology and neuro-economics, we integrate research, creative, and sophisticated media tactics to advance highly effective, persuasive campaigns. Our clients range from global Fortune 100 corporations to local nonprofits, but they all have one thing in common – a strong desire to deliver unique, relevant, and compelling value to their audiences.