



Karen Jensen

Director of Marketing and eBusiness, Printronix, Inc.

Karen Jensen is the director of marketing and eBusiness for Printronix Inc. In a career spanning more than 20 years, Karen has become an expert in sales and marketing strategies. She began her career at Xerox as a Product Marketing Manager in the Printing Systems Division. Her experiences lead to the Color Business Team where she was a Region Sales Manager and a part of the 'Go To Market Team' that launched Color in Xerox. Beginning in 2000, Karen managed a group in Corporate eMarketing that developed and implemented an ePartner Portal Strategy that included developing the strategy, evaluating and selecting the technology, and leading the implementation team. In her role at Printronix, Karen is responsible for all corporate communications, positioning and messaging, including public relations, advertising, <http://www.primtronix.com>, brand and electronic communications.