



Ken Bruder

Senior Vice President,
Marketing
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Ken Bruder is Senior Vice President for Marketing at SMA, Inc. He was previously Senior Vice President for Innovation and Product Development, specializing in new product development, competitive strategy, and global expansion.

Ken has played several leading roles in developing and commercializing new business ideas. Prior to SMA, he led the product design and launch of London-based start-up New Energy Finance, Ltd. After the initial roll-out, he led its business development and commercial expansion to over 50 countries to become the global leader in providing news, data and analysis on renewable energy, nuclear and carbon markets. The company was acquired by Bloomberg LP in 2009.

While at Bloomberg, Mr. Bruder headed Bloomberg's development of global growth strategies for new products in the energy, water and environmental sectors. He also developed and launched several new Bloomberg-branded franchises as a member of the CEO's Cross-Platform Initiatives team.

Prior to Bloomberg, Ken led research teams focused on operational benchmarking for the Finance Practice of the Corporate Executive Board. He was Senior Vice President for Kaiser Associates where he led competitive strategy engagements with Fortune 500 companies including Shell, ExxonMobil, BASF, P&G, Pfizer, and McDonalds. He also served eight years in the US Navy as a staff officer for the Chief of Naval Operations and nuclear submarine officer.

Ken continues to be an avid investor and advisor to several early-stage companies and is an active member of Harvard Business School Angels. He received his Bachelors degree with distinction in Chemistry and Economics from Colby College. He graduated from the US Naval War College with high honors, and has an MBA from Harvard Business School.