



Katharine Voyles Mobley is an award-winning marketer with a proven track record of driving revenue growth for global brands and technology startups. Currently, Katharine serves as the head of marketing for First Advantage, a global background screening company with 26 locations and 4,000 employees worldwide. As a member of the executive team and Women's Leadership Council, Katharine is an essential leader tasked with developing marketing strategies that increase revenue and drive change throughout North America, APAC, India, and EMEA.

As technical marketer with sales DNA, Katharine develops strategies that unite demand generation, brand loyalty programs, and executive thought leadership for emerging and hyper-growth organizations. Throughout her 20-year tenure as a marketer, Katharine has been dedicated to blazing a trail for the next generation of women in technology and often has been recognized as a respected Woman in Technology.

In 2017, Katharine was selected as a 2017 SIIA CODiE Judge and a member of EdNET's board, seated amongst leaders in education from Amazon Web Services, LEGO Education, and MIDAS Education. Additionally, she was awarded Marketing Executive of the Year Finalist for the Technology Association of Georgia and Top Impact Player runner-up for Startup Atlanta. For the past two years, she has been invited to serve as a formal Mentor for residents of the Atlanta Tech Village, the fourth largest startup incubator in the world. She is a board member of Win2ition, a 501©3 supporting single parents in North Georgia, and has been a featured contributor for Inc. and The Huffington Post.

Prior to joining First Advantage, Katharine served as CMO at Crescerance, an educational technology company, and WeCareCard Mastercard®, where she excelled as a woman in FinTech. In addition to her roles in marketing leadership, her prior experience included managing brands such as Coca-Cola, Bank of America, Michelin and Dodge Automotive through her roles at global agencies: BBDO, Millward Brown and Allison+Partners.

An Atlanta native, Katharine is a proud graduate of The University of Georgia with a BA in Marketing from Terry College of Business. She resides in Cherokee County with her husband and two sons, Christopher and Andrew.