



About Us

Solving Problems for Purpose-Driven Brands

KC Roberg is a consulting firm that partners with organizations doing meaningful work. We focus on helping small and medium-sized businesses and nonprofits overcome business challenges to elevate their brand and amplify their mission. As your trusted advisor, we guide your project from strategy to launch so that you can focus on the important work you do.

Getting started can be the hardest part of any new initiative, but our hands-on approach to senior-level strategy means that not only can we plan your project, but we can also jump in and make it happen too. We love working with organizations doing great things in business and the community, acting as a trusted resource to plan, build and run programs that bring positive change.



What We Do

Whether you need a plan to get you going in the right direction, or you need help carrying it out, we do both. Our favorite way of working together is as a partner with our clients, working as an extension of their internal team. We work with you to design, build and run solutions that will lead to sustained long-term success.



Why We Do It

Our Roots

Today's Focus

Kecia Carroll, Principal and Chief Strategist

A passion for helping people and making a positive impact in her community is the driving force behind Kecia Carroll's work. She listens to understand her clients which makes her a trusted resource in helping them overcome challenges or capitalize on opportunities. Kecia believes that when companies and nonprofits do good they also see good business outcomes. But not all businesses are equipped to get meaningful projects off the ground.

That's where Kecia excels, but not where she started.

Like many trailblazers, Kecia's career began in the corporate world, where she worked in senior-level marketing and communications positions at big companies and fast-paced agencies where she helped design, build, and run initiatives that drove businesses and brands forward.

During this first chapter, Kecia designed and led innovative programs that helped companies launch new brands, reach new markets, and release new products. She helped them grow and thrive. She built brands and reputations, launched cool campaigns, and used her gift of writing to tell stories of success.

But, despite extensive achievements and accolades, Kecia felt something was missing from her career. As someone who values well-being and strives to impact the world positively, she was inspired by brands doing purposeful things and wanted to help bring attention to their good work.

Values

- Contribution to Others, Helping Others
- Compassion, Empathy, Caring
- Diversity, Equity and Inclusion
- Purpose, Drive, Determination, Focus
- Knowledge, Curiosity, Listening/Learning
- Collaboration, Relationships
- Wellness, Balance
- Positivity, Energy

Let's Connect

This is what matters to me. What matters to you? I'm listening.

 407.488.4476

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