

SilverTech Welcomes Kristi Karens As Senior Account Director for North America

Appointment expands SilverTech's presence in Canada and strengthens client leadership across North America

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[SilverTech](#) is pleased to announce that [Kristi Karens](#) has joined the agency as Senior Account Director for North America. Based in Toronto, Karens will provide strategic account leadership and advisory support to many of SilverTech's large enterprise clients across the U.S. and Canada, while also expanding the agency's presence in the Canadian market.

Karens brings more than 25 years of experience spanning leading media and creative agencies, Fortune 500 brands and global digital consultancies. Throughout her career, she has worked with some of the world's most recognized consumer brands, including Kraft, Mondelez, Mars, Post Cereals, Unilever, Nintendo, Cadbury and Pepsi, bringing a perspective that combines strategic advisory, creativity, consultative sales, technical acumen and delivery execution.

Most recently, Karens served in a senior client leadership role at Valtech, where she worked across the full client and partner lifecycle—from identifying growth opportunities and shaping transformative solutions to building executive alignment and ensuring successful delivery and long-term business outcomes.

"Kristi brings the depth of agency experience and strategic perspective that our enterprise clients expect from SilverTech," said Chris Crombie, Chief Growth Officer at SilverTech. "She understands how to build trusted relationships at the executive level while connecting business needs to meaningful digital opportunities. Just as importantly, she shares our commitment to exceptional client service and long-term partnership."



Kristi Karens, Senior Account Director, SilverTech

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Kristi Karens

Karens’ appointment comes as SilverTech continues to grow its client portfolio and strengthen its North American presence. SilverTech has long served global organizations with operations across Canada and has built lasting relationships with Canadian clients, including Nova Scotia Power, a SilverTech client for more than five years. With Karens based in Toronto and supporting accounts across both Canada and the United States, SilverTech is adding experienced, senior-level leadership to its client partnership team while establishing a stronger presence in the Canadian market. In addition to leading key client relationships, Karens will support SilverTech’s business

development and growth efforts, bringing her consultative sales experience and enterprise perspective to new opportunities.

“I’m excited to join SilverTech at a time of expansion and growth,” said Karens. “The opportunity to serve as a strategic partner to clients, help identify new opportunities and work alongside a team deeply committed to delivering meaningful business outcomes made this a natural next step for me.”

About SilverTech:

SilverTech is a global digital experience consultancy focused on helping enterprise and mid-market organizations achieve growth and transformation by modernizing their digital ecosystems and accelerating long-term business performance. The firm brings together strategy, user experience, technology, marketing, data and applied AI to solve complex challenges and deliver measurable outcomes.

SilverTech partners with leading technology platforms including [Contentstack](#), Optimizely, Kentico, Progress Sitefinity, HubSpot, Salesforce and Staffbase to deliver scalable, secure and future-ready solutions aligned with client goals.

Founded in 1996, SilverTech supports global brands including General Mills, Charles Schwab, UGG and HOKA. With offices in New Hampshire, Indiana and Ohio, SilverTech is a trusted partner for organizations pursuing digital innovation, modernization and lasting growth. Learn more about SilverTech at www.silverttech.com.

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