



Dr. Carl Henson

CMO & CSO

About Dr. Carl Henson

A seasoned, dedicated, and outcome-driven executive with an AI-focused doctorate and proven track record in revitalizing sales and marketing landscapes, Carl empowers teams while integrating strategies across corporate branding, revenue generation, marketing innovation, digital transformation, and communication. A critical thinker, strategic analyst, and problem solver, he leads innovation/solutions development and conceptualizes groundbreaking approaches, methods, services, and processes. Effective at project management and steering new sales and revenue initiatives, Carl strengthens relationships with clients and stakeholders in fast-paced, multidisciplinary environments.

How Dr. Carl Henson has Helped Businesses Grow

- Drove sweeping growth and innovation for numerous businesses by developing innovative client solutions to address complex challenges in the digital era at MarZeka Consulting.
- Attained exponential revenue growth from \$35 to \$450 million, maintained consistent profitability, and secured a top 50 ranking among staffing firms at MAU, Inc.
- Skyrocketed revenue to \$450 million by spearheading a high-volume client portfolio with a strategic focus on Workforce Solutions.
- Consistently achieved or exceeded a 300% ROI goal for business development for over 22 years.
- Created and deployed a comprehensive strategy to generate \$1 billion in revenue within seven years, contributing substantially to MAU's progression.
- Achieved consistent growth, outperforming competitors, and gaining market share despite economic downturns and the COVID-19 pandemic with rapid adaptation to sustain and grow the business.
- Positioned MAU as an Industry 4.0 frontrunner by successfully launching the Innovation/Solutions Development division.

Expertise

Industry Experience

- Professional Services
- Industrials
- Distribution
- AI

Specialties

- Growth Strategy
- Sales Growth
- Competitive Strategy
- AI
- Digital Transformation

Contact Information

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Executive Experience

- Founder & Chief Executive Officer, MarZeka Consulting
- Chief Marketing Officer & Senior Vice President of Innovation, MAU, Inc.
- Vice-President, Marketing & Business Development, MAU, Inc.

Education

- DBA, University of Florida
- MBA, Augusta University
- BS, University of South Carolina Aiken