Meet the MBA Class of ’27: Andrew Karcher

October 13, 2025



Andrew Karcher

Andrew Karcher is a rising business leader with expertise in media planning, strategic campaign execution, and data-driven marketing analytics. He is concentrating in Strategy and Business Analytics to accelerate his career by combining his strong analytical skills with refined business acumen. At the Martin Retail Group, Andrew excelled in his Media Planning role where he managed dozens

of integrated media campaigns across traditional and digital platforms. With proven strengths in communication, strategic analysis, and cross-functional leadership, Andrew is building a career at the intersection of marketing, business strategy, and data insights.