

Introduction for Karen Post

Karen Post has been building memorable brands that sell products, create loyalty and add value for over two decades.

At the age of 22, she founded her first company, an award winning ad agency that she lead for 20 years. In 1994 she founded a successful litigation communication company. In 1999, she raised millions for a start-up she'd like to forget.

But as Karen believes, "what does not kill you, adds to your value". . . so this year she's founded another start up called Oddpodz an on-line community for the creative professionals and businesses, which she will tell you more about.

Karen has written two books, her latest is called *Brain Tattoos, Creating unique brands that stick to customers' minds*. She has been a monthly columnist for Fast Company, and has been published or featured in business and industry media around the world including: The New York Times, Bloomberg TV, The Boston Globe and NPR. In fact, earlier this year she was in New York City and appeared on CBS's Early show.

Her work has benefited companies that include: Bank of America, Chevron, American Express and Procter & Gamble along with many emerging businesses and industry leaders.

Please join me in welcoming Karen Post, as she shares her insight on **Branding**_____. **(Fill in with program subject)**