



## **Karen Post Bio**

Branding Authority, Founder of Oddpodz

Karen Post has successfully tattooed her brand on American business. Known to many in her industry as the "the Branding Diva®," Post is a CEO, branding expert, and author who built her business from the ground-up. Her story is particularly compelling, given the unique challenge of being not only a young entrepreneur, but a female in a largely male-dominated field. She shares her journey to the top with candor, wit, and unflinching honesty about the trials and trails of the marketing terrain.

Post connects with her audience on a personal level because she speaks to their experience using her own as an example. A self-made expert on the operational aspects of business, and a visionary who keeps up with brands, trends, and customers, she ignites a fire within them, empowers them to be savvy but shrewd, fearless but focused, and awakens the sleeping branding professional within.

Playing the "oddz." Post started her first business at age 22, built two successful companies - an award-winning ad agency and a legal communications firm specializing in high-stakes litigation - and in 2006 founded Oddpodz, which is an interactive, online community for the creative professionals and businesses.

Referencing her phenomenal entrepreneurial success, Karen Post has worked with diverse organizations to develop their unique story - and firmly plant it in the minds of clients, colleagues, and customers. Over the course of her career, Post has helped build memorable brands that sell products, moved audiences with compelling advocacy and persuaded public opinion. As CEO of Oddpodz, she redefines the front lines of branding practice. She writes a monthly column, about building start-ups and marketing for our brands and our selves, for Fast Company.

Tattooing her brand on our daily lives. Post has been featured in business and marketing print, broadcast, and online media outlets, including Bloomberg TV, CBS's Early Show, the New York Times, the New York Post, and NPR. Her work has benefited Fortune 500 organizations as well as emerging businesses in both consumer and business-to-business divisions.

Post is the author of *Brain Tattoos: Creating Unique Brands That Stick in Your Customers' Minds*, which has been published across the globe. Her client experience includes ACNielsen, American General Life Insurance, American Meat Institute, Choice International, Cox Cable and Media, Scandic Hotels, Chevron, Johnson & Johnson, Bank of America, American Express, Pepsi, Women's Council of Realtors, National Retail Advertising and Marketing Association, and Procter & Gamble.

Karen Post has climbed high and far in the business world, made a name for herself, and heightened the names of her clients. She shares that experience and imparts a message that will inspire people to take a similar path and forge a way to the top.