

Karen Post awakens teams, leaders and organizations with courage, creativity, and experience-rich brand and business building expertise.



If your event needs an authority that empowers positive change from a keynote address, workshop, or meeting facilitation, book Karen.

Branding enthusiast	Trusted authority	Practitioner/entrepreneur
---------------------	-------------------	---------------------------

Karen Post is an international voice, consultant and business authority. Her expertise focuses on branding, social media, marketing, entrepreneurial and women's business issues.

She's known by many as the Branding Diva®. Her wit and style are both inspiring and insightful. She ignites excitement in her audiences by empowering change with fresh thinking and creativity.

Her work has benefited Fortune 500 organizations and emerging businesses in both consumer and business-to-business sectors.

She started her first business at the age of 22, and has built two successful companies—an award-winning ad agency and a legal communication firm specializing in high-stakes litigation.

Post has worked with diverse organizations to develop their unique stories—and firmly plant them in the minds of buyers. Over the course of her thirty-year career, Post has helped build memorable brands that sell products, moved audiences with compelling advocacy and persuaded public opinion.

Post is an active business blogger and has authored two books on branding.

Brand Turnaround: How Brands Gone Bad Return to Glory and the 7 Game-Changers that Made the Difference
(McGraw-Hill 2011).



She is also the author of best-selling business book *Brain Tattoos: Creating Unique Brands That Stick in Your Customers' Minds* (AMACOM).

As a speaker, she has traveled the globe teaching and inspiring audiences of professionals, businesses, nonprofits and governments on the power of all touch point, experiential branding.

In 2011 she was the first woman ever to address the Saudi Arabian Airline at their national marketing conference. That same month, she presented a branding in government program to over 500 brand journalists and marketing professionals in Lagos, Nigeria.

More than an insightful speaker and author, Post is on the front line of business and branding as both a thought leader and a practitioner. Her consulting firm called Brain Tattoo Branding helps businesses and professionals create powerful, distinct and memorable brands with strategic planning, creative solutions and consumer insight.

- Speaking topics**
- Brand Turnaround
 - Marketing to women
 - Reinvention
 - Social media
 - Customer experience
 - Crisis brand management
 - Competitive edge through distinction
 - Entrepreneurship
 - Women's business issues

Karen Post has been featured in international business and marketing media outlets. See partial list below.



When national & international media need a branding, business expert, they call the **Branding Diva®**



When organizations want insight & inspiration & to enable change, they call **Karen Post**



Best presentation we've had in three years.

"Just wanted to thank you for coming to Chicago and impressing everyone with your presentation."

"Heard from several people that they thought yours was the best presentation we've had in the three years we've been doing the Mobium New Paradigm Series. And that includes presentations from the likes of Al and Laura Ries, Emanuel Rosen, Don Schultz and Douglas Atkin. We especially appreciate all the extra effort you put in to make it b-to-b friendly."

Gordon Hochhalter, Partner, Mobium Creative Group

Karen's presentation was outstanding

"Her energy is contagious. Her insight, smart and inspirational. She was able to communicate the complex concept of branding in a simple, actionable way."

Yousef Attiah

Vice President Marketing & Product Management for Saudi Arabian Airlines

Branding Diva ROCKED!

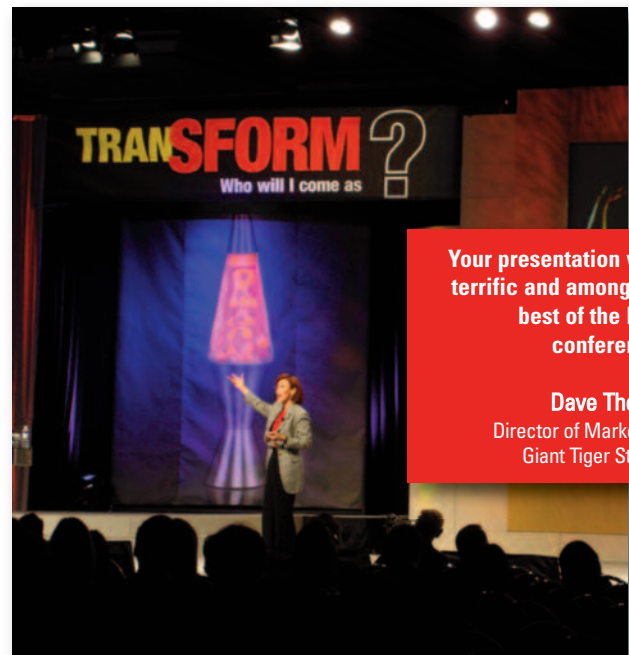
"Thank you so much for your fantastic presentation. The feedback has been tremendous—a nearly unanimous 'excellent' rating on our post-event surveys."

Tech Data, Meeting planner

You were awesome!

"The material really resonated with the team. We are underway to Brand Up, Juice Up (the creative), Differentiate and blow away the competition! Seriously, your presentation was the best in a standout crowd. Thanks again for a job well done."

James Roberts, CEO Chamberlain Group



Your presentation was terrific and among the best of the RAC conference.

Dave Thorpe
Director of Marketing
Giant Tiger Stores

Keynote speaker • Moderator • Breakout sessions • Strategy facilitations • www.brandingdiva.com • 713-828-0691

Books are available at Amazon, Barnes & Noble, 800-CEO-READ, Books-A-Million for bulk purchases; or contact for corporate purchases, please contact Yin Chan at 212-512-6289 or yin_chan@mcgraw-hill.com • Author can be reached at kp@brandingdiva.com