

Need a speaker to **empower change, inspire action** and leave your audience with applicable ideas that **produce results, today?**

## Meet Karen Post Speaker, branding expert, author

A high-energy presenter who delivers kick-butt content on branding, customer experience and personal power.

### Not your average speaker.

- Karen loves breaking rules and discovering new ways to solve challenges and doing things that most think cannot be done.
- She is curious, creative and a fanatic about helping organizations and professionals succeed.
- She is pro-business, neurotic about self-responsibility and an advocate for the underdogs.
- She is a veteran branding expert, serial entrepreneur and an entertaining thought leader.



### Karen speaks on branding and personal achievement.

#### KEYNOTE BRANDING TOPICS

Karen's "make it happen" message has touched boardrooms to ballrooms to breakout sessions. She travels the world empowering businesses, non-profits and professionals to build stronger, more distinct and relevant brands, so they are "brands of choice".

#### Most requested branding programs:

- **Brain Tattoo - Build a brand so powerful they can't get it out of their minds**
- **Get your brand back! How to turn chaos into competitive edge**
- **Take it higher, brand up!**

Sub themes can address customer service, the brand experience and brand change management.



#### KEYNOTE MOTIVATIONAL TOPICS

Karen started her first business at the age of 22 with no formal education, no family connections and an economy in the tank thanks to the oil bust of early eighties in Houston, Texas. She built and led a successful advertising agency, and later a litigation communication company, for over 20 years. She also started a dot.com she would like to forget. Karen knows what it is like to be rejected, humiliated, broke and scared to death.

Her stories of finding inner strength, becoming a fearless dragon slayer and being a resourceful entrepreneur are inspiring, motivational and full of life lessons. These messages apply to young professionals, volunteers, students, second chapter baby boomers and veteran business people.

#### Motivational and achievement programs:

- **When a bird poops on your head, say thank you!**  
*Life's not always fair - How to turn chaos into your edge*
- **Exit to arrive, start your engines!**  
*Finding your unique path to prosperity*

Both of these programs tap into the most phenomenal, high-octane fuel on the planet, *self-steam™*. Audience members learn how to define a destiny with no limits, be fearless and possess extreme confidence everyday to fast forward success and achievement.

Karen's programs are customized to the audience and the meeting's goals.

# Karen Post

## Trusted authority

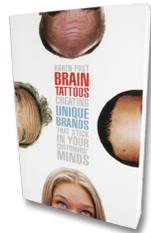
When the news media needs expert commentary on branding, business and entrepreneurial matter they call on Karen. Karen Post has been featured in international business and marketing media outlets. See partial list below.



## Passionate author

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).



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

## Practitioner/ entrepreneur

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.

## What audiences are saying:

### 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

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

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

### 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."

#### Meeting planner

Tech Data



Keynote speaker • Moderator • Breakout sessions • Strategy facilitations

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