**Karen Post - biography**

**Karen Post is an entrepreneur, international branding authority, and author.** Known for her high-energy style, creative ideas and real world solutions, Karen helps organizations stand out in a noisy marketplace. For over three decades, she has been building memorable brands that sell product, advocate causes, create loyalty, and add value.

Since 2000, she has led Brain Tattoo Branding, a firm that provides creative and strategic services to start, grow, and manage brands. Karen is also a sought after speaker, who addresses global audiences. In 2011, she is proud to have been the first female American speaker to address the Saudi Arabian Airlines national conference.

Karen started her first business at age 22, and built two successful companies—an award-winning advertising agency and a legal communications firm specializing in high-stakes litigation which she led for over twenty years. In 2006, she launched Brain Tattoo Publishing, an online enterprise for creatively-charged entrepreneurs, business professionals and marketers that now produces digital learning tools in niche markets.

Throughout her career, her work has benefited diverse industries, from start-ups to Fortune 500 companies including Albemarle, ACNielsen, Choice International, Cox Cable and Media, Saudi Arabian Airlines, Chevron, Johnson & Johnson, Bank of America, Xerox, Sara Lee, Pepsi, and Procter & Gamble. She has also worked with many emerging businesses, trade associations, professional athletes, entertainers, and politicians.

Her books include: “[Brand Turnaround: How Brands Gone Bad Returned to Glory and the 7 Game Changers that Made the Difference](http://www.amazon.com/Brand-Turnaround-Returned-Changers-Difference/dp/0071775285/ref=sr_1_3?ie=UTF8&qid=1365284270&sr=8-3&keywords=karen+post)” (McGraw-Hill); and “[Brain Tattoos: Creating Unique Brands That Stick in Your Customers' Minds](http://www.amazon.com/Brain-Tattoos-Creating-Unique-Customers/dp/0814472346/ref=sr_1_1?ie=UTF8&qid=1365284365&sr=8-1&keywords=brain+tattoos)” (AMACOM).

Karen is a regular branding commentator on FOX TV and has been featured in other business and marketing print, broadcast and online media outlets, including NBC, Bloomberg TV, CBS's Early Show, the *New York Times*, the *New York Post*, Fast Company, Miami Herald, The Boston Globe and NPR.

In addition to leading her companies, Karen has been an advisory board member of the University of Tampa Entrepreneurship Center, is a current UT Board of Fellows, and is a member of Leadership Houston Class VIII Alumni.