

## **Karen Post's Expertise, Fee & Backgrounder**      Updated 04.30.07

### **Areas of expertise:**

- General Business Branding
- Association Branding
- Personal Branding
- Women's entrepreneurial and business issues

Current hands-on practice "Shifts from traditional branding to new media and consumer directed brands"

- Internet 2.0
- New media
- Social Media and on-line communities

A branding enthusiast, entrepreneur, and businesswoman, Karen Post is a national speaker, author, and CEO and founder of Oddpodz, an online community for the creative class<sup>sm</sup>.

She's known by many as the Branding Diva. Her wit and style are both inspiring and insightful. 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. She's been in the trenches for over two decades and as she leads her online company, Oddpodz.com, she remains on the front lines of branding practice with a special focus on new and social media.

She started her first business at the age of 22, built two successful companies -- an award-winning ad agency and a legal communication firm specializing in high-stakes litigation -- and in 1999, raised millions for a start-up that she'd like to forget. But, like she preaches, "what does not kill you adds to your value" and so this year she got bit by the start-up bug again.

Post has been featured in business and marketing print, broadcast, and online media outlets including: Bloomberg TV, CBS Early Show, The New York Times, The New York Post, NPR, Fast Company, The Boston Globe and her writing is published internationally. Additionally, she writes a regular column for Fastcompany.com.

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

Her client experience includes ACNielsen, American General Life Insurance, American Meat Institute, State Farm Insurance, Chevron, Beauty and Barber

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Supply Association, UTMB Healthcare Systems, The Executive Committee, Johnson & Johnson, City of Houston, Bank of America, American Express, Mississippi Manufacturers Association, Cox Media, Nevada Restaurant Association, Pepsi, Louisiana Foods, Tech Data, State Farm Insurance, Women's Council of Realtors, National Association of Consumer Shows, National Retail Advertising and Marketing Association, and Procter & Gamble.

Post is the author of *Brain Tattoos: Creating Unique Brands That Stick in Your Customers' Minds*, and when she's not thinking about branding and business, she's on the tennis courts.

Traveling From: Savannah, GA

Local Fee Range: \$6,000 to \$10,000

East Coast Fee Range: \$7,500 to \$15,000

West Coast Fee Range: \$7,500 to \$15,000

International Fee Range: \$ 15,000 plus business class air