

McCullough & Co.

Karen
Keynote Speaker Branding Expert Consultant

"It's amazing how the impact of Karen's Branding workshop spread to so many departments in Sun Microsystems. It was rated as one of the most impactful learning modules by the participants at our GSS Leadership Institute. These participants are the high potential directors hand picked for this program - being groomed for VP positions."

Anita Carlsile
HR director Sun Microsystems

Karen's Bio:

Karen McCullough knows branding and knows how great brands become great. She worked for respected brands. She studied high performing brands. And she built a successful brand from the ground up. Karen is an inspiring speaker who draws on her varied background as a highly successful educator, businesswoman, entrepreneur, and CEO to enlighten and entertain audiences from some of the world's top companies, universities, and organizations.

Karen began her career as the youngest employee at an upscale department store in Cleveland, Ohio, where her mother worked as the first female credit manager. As a tribute to her infectious spirit, Karen was dubbed the store mascot. She worked her way up in a number of roles for the company, eventually becoming a sales associate in women's fashion and later in menswear.

Karen's entrepreneurial spirit ignited and she began pursuing her passion by opening an Art Gallery in San Antonio, Texas while simultaneously raising her young family. She later worked for two of the world's most powerful fashion brands, Ralph Lauren and The Limited where she first started analyzing the internal culture of large organizations — both what fuels them and what holds them back. She applied what she learned and launched her own retail business, which she grew from one store into a multimillion dollar chain of four stores. In 1997, after selling the business, Karen became a retail marketing and branding consultant.

For the next three years, she energized business owners and executives to approach their work and their life with a fresh, new attitude. Key strategies for growth positioned her clients for future success.

Karen realized that her greatest impact was through developing numerous programs for her clients. She was encouraged to take her message to a broader business audience. Today Karen speaking career has benefited many fortune 500 companies, associations and small business. She is frequently sought after to coach emerging and seasoned speakers.

In 2006, Karen received the prestigious Certified Speaking Professional designation, which has been bestowed upon fewer than 7% of the 5,000 speakers who belong to the International Federation of Professional Speakers. She has been honored with multiple awards, including the Toastmasters International Communications and Leadership Award and the John Wolf Award for speaking excellence.

Karen is an active member of the National Speakers Association and served as president of the Houston chapter in 2006. She is active in Dress for Success and The Woman's Home. She received her Bachelor's Degree from Ohio State University where she also performed graduate work in education.



You
Rock!