

KAREN MCCULLOUGH

B I O G R A P H Y



Karen McCullough is a nationally known keynote speaker and expert on change, generational opportunities, and workforce trends.

Karen helps organizations cut through the generational biases and get back to reality by leveraging their team's strengths, enriching the work environment, and driving better results. Each of her presentations brings a realistic perspective on workplace trends, employee engagement while offering actionable content.

BONUS! She's fun! She creatively blends current research with humor, concepts, and stories, moving participants to take action.

For the past 15 years, Karen has shared her insights to top organizations such as VMware, Procter & Gamble, US Department of Justice, JPMorgan Chase, Symantec, McGraw-Hill, National Homebuilders, Shell Oil, Mercedes Benz, The World Bank, American National Insurance, Humana, United Way, American Heart Association and MD Anderson Cancer Center.

Before speaking and early in her career, Karen owned and operated several retail fashion stores in Houston, Texas. Often, she hired many young employees with no workplace experience and zero in the retail industry. Karen had the keen ability to identify inexperienced workers who had the potential to become great employees- and they did, many staying on for years.! Little did she know that these early years were the foundation for her passion understanding and managing all generations.

She began speaking in 2000 and began to learn more and study generational differences. Today her interest in the generations has become her passion and mission. Her programs include case studies, current research, and up-to-date new information and discoveries about Millennials and soon-to-be in the workforce Gen Z.

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BACK STORY



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. She worked her way up in several roles for the company. Over time she became a sales associate in women's fashion and later in menswear. She worked for two of the world's most influential fashion brands during her career: Ralph Lauren and The Limited. This is when she first started analyzing the internal culture of large organizations — both for what fuels them and for what holds them back.

She applied what she learned and launched her own retail business. She was the owner and CEO for 17 years, and it is easy to see why "Working with the Generations" is her area of expertise. She is an expert in hiring, working with, and selling to younger generations! 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 life with a fresh, new attitude. Karen developed critical strategies for growth, positioning her clients for future success