

KAREN BETH SMITH

FORTUNE 250 INSIGHT; OWNER'S INITIATIVE



Karen Smith is an accomplished professional with demonstrated success in Fortune 250 companies and entrepreneurial organizations in growing revenue, developing business, resolving issues, developing strong reputations, and mentoring employees. Industry experience includes technology, hospitality, travel, services, consulting, government, telecom, and education within the B2B, B2C and B2G marketplace. She is recognized by senior management for resolving large problems by providing structure and innovative approaches with measurable results.

As a leader with 20 years of hands-on experience, Karen has an acute ability to understand the marketplace and strike the right balance of initiatives that drive results using marketing strategy, personas, product marketing, product management, branding, marketing communications, business and competitive intelligence, and project management. This foundation greatly contributed to her understanding of how businesses as a whole can gain an edge in the marketplace by cross-pollinating best-in-class ideas and processes.

Early in her career, Karen learned about neuro linguistic programming and coupled that knowledge with gaining an understanding of body language. This knowledge has helped her significantly during interview situations – roles ranging from her work in competitive intelligence, to candidate interviews, to persona interviews. She shares this experience and knowledge with others via training classes and corporate sessions, and has also shared her passion with the business development community.

Karen leverages her leadership and channels her passion to help others through charitable work including speaking at the Loudoun Small Business Development Center about marketing and business communication as well as serving as a Professional Volunteer Counselor, raising donations for Capital Hospice, volunteering at the county community holiday coalition serving those less fortunate, and serving on a local city council committee to encourage eco-friendly initiatives which earned second place in the Governor's Award for the state of TX.

Karen holds an MBA from Baylor University and a BBA in marketing from the University of Texas at Arlington. Additionally, she is a certified Project Management Professional (PMP®). Karen is the founder of Mind the Ps Marketing (www.mindthepsmarketing.com). For fun, Karen enjoys playing with her rescue Shar-Pei and paddle boarding, as well as traveling to adventurous places by plane, motorcycle and boat. During one of her travels, she was fortunate enough to win a car on *The Price is Right*.