

Karen Schulman Dupuis

Business Designer at

Southwestern Ontario, ON, CA

Business Designer. Connector. Shift Disturber. Intrapreneur. Speaker. Teacher. Elephant Hunter. Feminist. FSE.

Biography

I'm a business designer; I work in all the intersecting parts of operations, marketing and strategy. I bring together 20+ years of business acumen and fluency which spans digital and social strategy, sales, marketing, communications, operations, management, training and education, business analysis, workflow and process design, and project management to help companies design and redesign their opportunities, both internally and externally. What's most engaging to me is that which creates a dialogue. Collaboration is key. I intrinsically believe that when we all win, we all win. It impacts how I work, and how I live. I'm an exceptional connector. I understand how connecting people and ideas creates opportunities, and my instincts are valued by my connections. It's not about the size of my network; it's about seeing the possibilities. I am an educator. I have built online and offline courses and curricula before LMS' existed, and have taught for over 15 years, including social media marketing, sales skills, internet, data and voice technology and soft skills. Having always been an early adopter of technology means I'm on the leading edge of emerging platforms with a discerning eye on design and user experience. I am a passionate, and knowledgeable public speaker, which stems from my years as an educator in ICT and the arts, and my desire to have impact on an audience and a community. I'm an award-winning communicator. I craft messaging that is compelling, topical, impactful, and is engaging and authentic. I create events and experiences that are goal driven and have purpose. I'm an intrapreneur. I bring an elephant hunting spirit to advising businesses, always answering the question: to what end? I view organizations holistically, designing processes and efficiencies, saving my organizations hundreds of thousands of dollars annually. I have an innate understanding of the importance of establishing best practices and how to measure their impact.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Media - Online, Advertising/Marketing, Social Media, Internet, Information Technology and Services, Program Development, Women, Training and Development, Corporate Training, Education/Learning

Areas of Expertise

Marketing Communications, Digital Media, Women in Technology, Process Design & Deployment, Operational Management, Sales Effectiveness, Community Management Learning and Development Strategies, Customer Engagement, Social Business, Program Management

Affiliations

Women in Communications & Technology (WCT), YouInc. (Arlene Dickinson)

Event Appearances

Business Design

Jump on the Brand-Wagon: Leverage Social Media to Be a Thought Leader and Business Generator

What The F*&k Are You Doing?

FITC Women's Make and Mix 2015

How To Be A Yes Woman Without Saying Yes To Everything

Boost your career and brand through the power of purposeful networking

Digital Tools Workshop (panelist)

mesh marketing 2013

Real-Time Marketing: Myths and Realities

Real-Time Marketing: Myths and Realities (Panel)

Is Canada Falling Behind in Innovation? (Curator & Moderator)

Social Media Week Toronto

Day of Disruption Demo Pit (Curator)

Social Media Week Toronto

Innovating for your small business

Tweetstock 8

Women in Technology (panel)

Canada 3.0

Women in STEM

PodCamp Toronto

Taking the Leap from Education to the Workforce (panelist)

Desire2Learn: Mobilize

Keynote: Why Women Leaders Matter

Emerging Leaders London Graduation

Social media panel
Internaional Women's Forum

Blind Eye Stratford
Ignite Waterloo

SheSaid Panel
Tweetstock 7

Social media doesn't have to be a four letter word
Ignite Parents

Curation Can be a Dangerous Thing
Intersections

Blind Eye Stratford
Ignite Stratford

Social Media doesn't have to be a four letter word
Kiwanis

The Road to Social Media Idol
Small Business Community Network

Education

Rotman School of Business
MBA for Managers Business

York University
Hons BA Economics, Women's Studies

Women's Executive Network
Wisdom II Protegée

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