

Karen K. Bannister, CIC, CLC

Nashville, TN 37023

714.944.0757 | karen@karenkbannister.com | [LinkedIn](#)

TURNING VISION INTO IMPACT | CREATIVE DIRECTOR & FRACTIONAL EXECUTIVE | BUILDING BRANDS, LEADING TEAMS, AND DRIVING GROWTH THROUGH STRATEGY, INNOVATION & OPERATIONAL EXCELLENCE

Dynamic, multi-hyphenate professional with 30+ years of experience in executive administration, operations strategy, image consulting, and personal branding. I blend strategic thinking, creative direction, and operational excellence to elevate brands, leaders, and lifestyles. I support high-achieving individuals and organizations with bespoke consulting services in identity design, brand presence, business operations, and lifestyle transformation.

An operations and administrative SME, I excel at supporting and achieving organizational goals through proactive thought leadership, collaborative interaction, and the highest standards of discretion and confidentiality. A creative problem solver with polished communication and interpersonal skills, I am recognized for delivering exceptional results in fast-paced, high-pressure environments. With a deep commitment to clarity, elegance, and alignment, I help clients express their highest potential—whether refining executive presence, building efficient systems, or curating a signature style—delivering intentional transformation with a touch of luxury and a foundation of strategy.

CORE COMPETENCIES

- **Strategic Vision & Business Acumen** – Creative and operational strategy alignment, market analysis, financial oversight (budgeting, forecasting, P&L), decision-making.
- **Creative Direction & Brand Development** – Brand identity design, integrated campaign leadership, storytelling, trend adaptation, multi-platform execution (digital, print, video, experiential).
- **Project & Program Leadership** – Cross-functional initiative management, process improvement, change management, KPI tracking, scope/budget/time balancing.
- **Leadership & Team Alignment** – Executive meeting facilitation, culture alignment, team mentorship, performance accountability, recruitment and onboarding insight.
- **Communication & Influence** – Executive-level written/verbal communication, board/investor presentations, stakeholder engagement, conflict resolution, consensus-building.
- **Confidentiality & Emotional Intelligence** – High EQ, integrity, discretion, trust-building across all organizational levels.
- **Technology & Digital Proficiency** – Project management tools (Asana, Notion, Airtable), creative software, data visualization (Excel, Tableau), CRM/ERP systems, emerging media trends.

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| Tater Peeler Ventures, LLC , Lebanon, TN
Director of Sales and Events <ul style="list-style-type: none">Managed multiple short-term rental propertiesPlanner/Coordinator of weddings and events | 2024-current |
| Southwestern Consulting , Nashville, TN
Executive/Personal Assistant to Senior Partners <ul style="list-style-type: none">Heavy schedule and travel managementAccount Management and client supportEvent planning and management | 2021-current |
| Karen K. Bannister International LLC , Nashville, TN
Founder/CEO <ul style="list-style-type: none">Contract work for Management, Administrative, and Personal Branding ServicesBusiness and Life CoachThe Luxe Lifestyle Studio<ul style="list-style-type: none">Personal branding and image consulting services and programsThe SOP Studio<ul style="list-style-type: none">Operational Excellence Consulting and Fractional Chief of Staff | 2019-current |
| Masimo Corporation , Irvine, CA
Executive Assistant to President WW Sales, Professional Services and Medical Affairs; Chief Medical Officer; and Executive Vice President of Business Development. <ul style="list-style-type: none">Manager of on-site Customer Experience CenterDesign and implement employee succession plan in conjunction with HRMember of due diligence/acquisition teamManage multiple complex calendars and domestic and international travelTrain and mentor support and administrative staff | 2017-2019 |
| Bannister Virtual Assistance , Anaheim, CA
Owner and President <ul style="list-style-type: none">Administrative and support services for small business ownersContracts included complex domestic and international travel planning; full event planning; on-site office organization; proofreading/editing; efficiency and workflow process adjustments | 2016-2017 |
| Beckton-Dickinson/CareFusion Corporation , Yorba Linda, CA
Manager, Administrative Support <ul style="list-style-type: none">Executive support for business unit President/General Manager and Vice Presidents of Sales, Regulatory/Compliance, and Finance, as well as multiple department directors.Managed administrative and facilities staffs.Oversaw and directed site operations, facility management, employee events and on-site human resources.Site domestic and international liaison for staff, vendors, and customers.EH&S Manager and Safety Officer and ergonomic specialist | 2006-2015 |

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EDUCATION AND CERTIFICATIONS

Certified Image Consultant Association of Image Consultants International	2024
Bachelor of Science, Business Administration/Organizational Leadership Southern New Hampshire University Summa Cum Laude	2019
Certified Image Consultant, Fashion Stylist Institute	2019
Certified Life Coach Life Coaching Academy of Orange County	2019

SPECIAL ACHIEVEMENTS

TedX Lenox Village Women, " The Power of Perfectionism "	2020
Orange County Business Journal "Women in Business Awards" - Nominee	2020
Author, " <i>Close the Gap, 7 Transformational Steps to Move You From Today to Tomorrow</i> "	2019
First Fashion and Lifestyle Writer/Editor of the Orange County Business Journal	1997

COMMUNITY LEADERSHIP AND PROFESSIONAL AFFILIATIONS

- Junior League of Nashville | Publications Chair, 2023-2024
- Association of Image Consultants International – Global VP of Business Development, 2024 | President, West Chapter, 2020-2021; VP Communications, West Chapter, 2019-2020
- International Association of Administrative Professionals | Branch Director, Pacific Branch, 2017-2018
- National Society of Leadership and Success & Phi Theta Kappa Honor Society | Inducted Member