

Karen K. Gutierrez

Karen has served as Director of the Global Dialogue for Effective Stop Smoking Campaigns initiative since January 2005, working with more than fifteen partner organizations internationally to improve the impact of tobacco control public education mass media campaigns. The resources Global Dialogue provides include individual consultation, training via interactive workshops, a 375-page campaign development tool kit in several languages, international campaign reviews, a Website with campaign materials and documents from various countries, and a traveling advertising exhibit.

Karen is also a social marketing consultant whose partners and clients have included the Centers for Disease Control and Prevention, World Health Organization, World Bank, U.S. Office on National Drug Control Policy, Campaign for Tobacco-Free Kids and Harvard University School of Public Health.

From 1998 through 2004, Karen was a CDC Fellow with CDC's Office on Smoking & Health. She advised health departments and NGOs on their tobacco counter-marketing campaigns and helped develop best practices, training and other resources, including co-authoring global reviews of smoking cessation campaigns and youth tobacco use prevention campaigns, and co-editing a comprehensive tobacco counter-marketing manual.

From 1985 to 1998, Karen worked in Marketing/Advertising for the Procter & Gamble Company, on brands such as Always, Puffs, and Luvs, as well as in a company-wide consulting group, focusing on entry point marketing, direct marketing, ethnic marketing, and training & development of Marketing/Advertising staff.

Karen has extensive experience as a board member and direct service volunteer on issues such as educational reform, mentoring, domestic violence, and teen pregnancy prevention. In 1993 she was awarded a three-year national leadership fellowship through the W.K. Kellogg Foundation. Karen has traveled to over 40 countries and has lived in the United States, Peru, Chile and Italy. She holds a bachelor's degree in American Studies from Georgetown University.