

About the Editor: Karen Dosanjh

Vice-President, Marketing and Communications, OSI Digital

Throughout her 25-year career, Karen has built a bona fide reputation as a trusted advisor and expert in marketing, communications and public relations. She is laser-focused on helping companies achieve their business goals by connecting with, and influencing key audiences through high-impact digital marketing and communications strategies. In her current role, Karen leads the global marketing efforts for OSI Digital, a leading provider of business and technology solutions for Fortune 500 companies around the world.

As Director of Innovation, Global Brand at GE Digital, Karen oversaw the brand integration strategies for GE Digital's acquisition companies and helped drive the company's digital industrial transformation narrative in market. Prior to joining GE, Karen led the Marketing and Communications function for an Internet of Things (IoT) software developer, Bit Stew Systems which was acquired by GE in November 2016. At Bit Stew, Karen was instrumental in establishing and leading the marketing communications team from the ground up. This is the second time in her career that Karen has led the marketing and communications efforts for a technology start-up that was successfully acquired by a major corporation. The first being ISM-BC which was acquired by TELUS in 2000, and where Karen continued a successful, 15-year career in a variety of senior corporate communications roles.

On a personal note, helping others rise is part of Karen's DNA and she brings a deep commitment to giving back to her local community through service to others. Karen actively advocates for women's issues in the business and technology sector. She established and led the first GE Women's Network in BC, organized the GE and TELUS Women in IoT: Adopters and Influencers event, and served on the Board of Advisors for the Women in Leadership Foundation. A sought-after thought leader and speaker, Karen was featured in Business in Vancouver's Women of Influence issue, a BC Tech Association video series, and is also regular guest lecturer at SFU's Beedie School of Business on the topic of *Purpose-Driven Marketing for Global Impact*. Dedicated to mentoring young women, Karen was also the keynote speaker on the topic of the *Power of Building Your Personal Brand* at a Young Women in Business (YWIB) event in Vancouver. In 2019, Karen was named a Shakti Award Winner for Professional Achievement.

In a volunteer capacity, Karen served as the Editor of *Untold Stories: The South Asian Pioneer Experience in BC* book. For her, preserving pioneer voices for future generations is truly a passion. Karen has worked tirelessly to bring South-Asian pioneer content to BC high school and elementary students who greatly benefit from learning about the resiliency and dedication of those who paved the way.

