

KAREN PASCOE
CURRICULUM VITAE

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ACADEMIC EXPERIENCE

POINT LOMA NAZARENE UNIVERSITY San Diego, CA

Adjunct Faculty – Fermanian School of Business & Organizational Leadership

- BMG3082: Applied Entrepreneurship

Adjunct Faculty - College of Extended Learning

- LDR4024: Capstone Portfolio – Organizational Leadership
- LDR3001: Personal Leadership Development
- LDR3003: Effective Interpersonal Relations
- SCL4001: Cultural Influences in the Workplace
- CEL5099: Writing Success for Graduate School

PROFESSIONAL SUMMARY

Highly-experienced entrepreneur and senior executive with extensive C-suite clientele and global partnerships. Founder and CEO of marketing support and product branding corporation directed to the worldwide housewares industry. Key achievements include building multimillion-dollar corporation, strategic business development, 34M custom books printed in multiple languages, founded product development, testing and launch methods, instituted first-in-kind marketing techniques and tools for houseware manufacturers.

PROFESSIONAL EXPERIENCE

Bar 3 Products, LLC San Diego, CA

Senior Partner (2012 to present)

Founder of innovation partnership focused on the creation, patenting, prototyping and licensing of cutlery and cutlery products into select worldwide retail markets. Strategically secured US manufacturer licensee with national product distribution into key accounts; holds primary responsibility for C-suite clientele management and development of all future strategic opportunities.

C-SUITE CLIENTELE

- Advanced Research Consulting: innovation, trademark, website, social messaging
- Conair, Inc. – Cuisinart products: launch, product app, flash drive, 300+ product videos
- SharkNinja, Inc. – Consumer products: development, launch, marketing

- Hamilton Beach, Inc. – Consumer products: development, launch; co-branding
- DeLonghi, Inc. – Consumer product launch; global publications, marketing messaging
- Jarden, Inc. – Crockpot® products: launch, consumer engagement, marketing messaging
- Aroma Housewares – Product marketing; product videos, consumer engagement

Pascoe Publishing, Inc. Rocklin, CA

President & CEO (1998-2018)

Founded and built custom-product marketing and publishing corporation to 15M revenue within 3 years; 30M revenue within 5 years. Senior executive with expertise in product ideation, production and launch into US and global markets. Capabilities include wide and deep product branding, positioning and placement into retail markets. Established long-term C-Suite relationships with major US manufacturers and service corporations. Significant global partnering and collaboration with manufacturers and brokers, including negotiating strategic solutions for product launches. 34M books printed and distributed worldwide in multiple language translations.

Design2Innovation, LLC San Diego, CA

President (2017 to present)

Focused on first-to-market innovation, with senior executive oversight on product ideation and creation, design, prototyping and concept modeling. Responsible for all business development within key industry, product presentation to C-suite buyers, product testing and global partner relationships.

EDUCATION

Master of Organizational Leadership (MAOL)
Point Loma Nazarene University, San Diego, CA

Bachelor of Arts in Family & Consumer Sciences
Seattle Pacific University, Seattle, WA

Industry Credentials & Associations

- Brown University, *The Providence Roundtable*
Participant in quarterly seminars dedicated to fostering dialogue that explores the intersection of contemporary academic thought and Christian belief on issues related to science and religion.
- Experienced in undergraduate and graduate teaching via in-person, hybrid and online platforms. Skilled in Canvas, Blackboard, Zoom and associated digital teaching tools.
- Certified Online Instructor (Point Loma Nazarene University)
- International Association of Culinary Professionals
- US Special Forces Association
- US Patent Awarded: US 9,452,508 B
- Academy of Nutrition & Dietetics

PRESENTATIONS

- “US Patent Process from Application to Successful Completion”
Fermanian School of Business, Point Loma Nazarene University 2018, 2019
- “A Successful Consumer Product Launch” 3-month project advisory role
Fermanian School of Business, Point Loma Nazarene University 2019

PUBLICATIONS

Developmental Editor

Goff, R. (2007), *Finding Karishma: modern-day slavery and the new abolition movement*.
Rocklin: CA, Pascoe Publishing, Inc.

Brown, D. ND (1996). *Herbal prescriptions for better health: your everyday guide to prevention, treatment and care*. Rocklin: CA, Prima Publishing (div of Random House).

Toms, L.W. (2007). *The mantle of ministry: the apostle Paul’s model for ministry*.
Rocklin, CA, Pascoe Publishing, Inc.

Author:

Pascoe, K. (2003) *Great American recipes for all seasons, Volumes 1-8*.
Rocklin, CA, Pascoe Publishing, Inc.