

Karen Fennessy-Ketola



30+ Years Experience
Global Executive & Business,
Marketing & Sales Leadership,
Career Prep & Coaching

Karen Fennessy-Ketola is the co-owner of Take Hold Consulting. She leads career preparation and coaching for students and young professionals to accelerate their college-to-career or career development path. In this company, she assists students and young professional to map & connect skills, experiences and aspirations to achieve career goals: choosing an education or career path, defining & preparing for targeted job opportunities or moving to a new company or career.

Over her entire career, Karen held a variety of sales, marketing, business leadership, employee development and coaching roles. She has deep customer experience working across multiple industries, markets and disruptive technologies giving insights to understand many company cultures, roles & critical skills. *Markets include Packaging, Consumer, Automotive, Appliances, Footwear, Toys, Personal Care, Adhesives, Electronics, Energy, Construction, Medical and their multitude of technologies and suppliers.*

At the Dow Chemical Company, Karen was the Global New Business Development Director for the Elastomers and Electrical & Telecommunications Business. She had primary responsibility for setting and executing strategic direction for New Business Development and New Disruptive Innovations for the business across geographies and strategic markets.

She joined Dow Plastics as an Account Manager in the L.A. Sales office and then moved to Midland, Michigan as a Commercial Research Analyst in Engineering Plastics.

She held a variety of Global Market Management & Market Development positions for market segments in Dow Plastics and then moved to Dow Automotive and led Global Marketing for Interior Auto Systems.

She then was named Business Development Manager for Inclosia and led the development of a new Business Unit for The Dow Chemical Company. This new unit was started to offer innovative enclosures for the Global Electronics Industry. Karen, next joined Ventures and was responsible for developing and implementing business-building models and strategies for emerging businesses, markets and innovative technologies.

Next she was the Director of Sales Expertise for Dow Global Businesses. Then she was named North America Commercial Director for Specialty Plastics & Elastomers. She had responsibility for both sales and marketing across six global businesses within the Specialty Plastics & Elastomers platform.

During her career she was also responsible for many internal and external career development activities: on-boarding new hires, managing and developing employees, leading cross-functional teams, targeting and executing university recruiting strategies and leading/participating on national & regional STEM Associations.

Karen received her Bachelor degrees in both Economics and Spanish from Sweet Briar College and the Program of Foreign Study from the Universidad de Sevilla, Spain. She earned her Master's degree in International Business (MBA) from the American Graduate School of International Management (Thunderbird).

