

Karen E. Pfeffer Bio

At age 15, Karen E. Pfeffer came to the U.S. from Venezuela. With a father from Kansas and a mother from Puerto Rico, she has a unique cultural mix that has inspired her to challenge stereotypes and “push the envelope” at every opportunity.

Karen began her career by entering the male-dominated field of banking and became the first woman president of the Florida Bank Marketing Association. In 1991 she left banking to launch a full-service marketing agency, What a Concept!. As the agency grew, it expanded the range of services offered and market segments served to encompass a wide range of industries for local, national and international clients such as Sprint, Extended Stay America, Hotels.com and Bausch & Lomb.

During this time Karen’s experiences leading to her own personal development helped her expand into facilitating trainings for personal development for others.

Karen became a certified practitioner of Neuro-Linguistic Programming (NLP) – an approach to communication and personal development, through the University of Miami Miller School of Medicine.

In 2006 Karen co-founded Fire Power Seminars, and is passionate about sharing powerful programs for communication, empowerment, team building and transformation. She enjoys facilitating high impact experiences that engage both the mind and body. (Through Embodied Cognition – engaging both the mind and the body in a safe environment – behaviors can shift with experiential activities.) Fire Power Seminars’ bold approach to creating customized programs such as *Breaking Barriers*, *Board Breaking*, *Step Into Your Power*, *Arrow Breaking*, *The Power of Team Building* and *The Ultimate Challenge – Firewalking*, is based on understanding individuals’ and organizations’ unique challenges.

She also offers Breakthrough Coaching to individuals, executives, and companies to increase their effectiveness by identifying and breaking through assumptions, limiting beliefs and unproductive patterns.

In addition to being a certified NLP Practitioner, Karen is a F.I.R.E. Certified Firewalk Instructor, and an adjunct professor at Florida Atlantic University where she teaches communication skills for leaders.

In her spare time, Karen loves to travel, connect with nature and entertain musically with her guitar.

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