

**Karen R. Wallace**

*Vice President*

*Marketing Director*

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**Responsibilities**

Karen Wallace is responsible for developing and directing the marketing and communications initiatives for Conner Strong & Buckelew.

**Background**

Wallace joined Conner Strong & Buckelew in 2008 and brought over 20 years of corporate marketing experience. She has a proven track-record of developing strong corporate identities and increasing brand awareness through innovative and strategic marketing techniques.

Prior to joining Conner Strong & Buckelew, Wallace was Vice President of Marketing for Commerce Bank. While there, she developed and executed marketing plans targeted for specific business lines. She began at Commerce Bank in 1997 as Assistant Vice President in charge of Sales Promotion and her role quickly expanded to include more than six business lines, acting as the liaison for all marketing-related activities.

**Education**

University of Delaware – Bachelor of Science in Business Administration with a concentration in Marketing

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