

Follow Your Passion ✨ Trust In Your Abilities
UNLOCK YOUR BRILLIANCE



Unlocking Your
BRILLIANCE
with Karen Purcell

A presentation for:

- Girls interested in STEM
- Women working in STEM
- Students
- Parents
- Mentors
- Employees
- Educators
- Business leaders in STEM

Karen...

- ...dissects the three major hurdles facing girls and women who are entering and working in male dominated fields.
- ...shares insightful accounts of her own professional struggles and successes, along with the experiences of other accomplished women in the STEM fields.
- ...instills proven strategies for overcoming common obstacles and ensuring success for women in the STEM fields.

21% of girls are encouraged by their parents to pursue acting. **Only 10% of girls are encouraged by their parents to consider a career in engineering.**

Karen Purcell knows it's time to turn these statistics around. With her first-hand knowledge of the complex obstacles facing girls and women interested in science, technology, engineering and math (STEM), Karen is committed to breaking down barriers and forging a clearer path to success.

Candidly sharing her own journey from uncertain high school student to founder and owner of a highly successful electrical engineering firm, Karen uses her professional struggles and achievements to offer valuable lessons, best practices and inspiration for girls and women at all stages of their education and careers.

Karen is passionately leading the charge and advocating for better opportunities and brighter futures for girls and women in STEM.



For inspiration, tools, and resources, visit
www.UnlockingYourBrilliance.com and www.STEMspire.com.

 **KAREN D. PURCELL**

BRIGHTER FUTURES, BETTER LIVES FOR WOMEN IN STEM

Meet KAREN PURCELL



A dynamic engineer, entrepreneur, author and speaker, Karen Purcell draws from her personal and professional experiences to help women confidently pursue their interests in the Science, Technology, Engineering and Math (STEM) fields and build successful, fulfilling careers.

Born and raised in Harrisburg, PA, Karen's journey began when she was a

high school student and one of her teachers recommended that she take advantage of her strong math and science skills by considering a career in engineering. What began as a suggestion became a life-long passion for Karen, who went on to receive her bachelor's degree in electrical engineering from Widener University in Pennsylvania.

In 1996 Karen founded her own electrical engineering company—PK Electrical, an award-winning engineering firm that specializes in providing innovative electrical lighting, power and communication systems for public and private sector clients. Since its creation PK Electrical has provided quality design for more than 3000 projects in 11 states as well as Guam, and has been honored as a five-time finalist on the “Best Places to Work” lists.

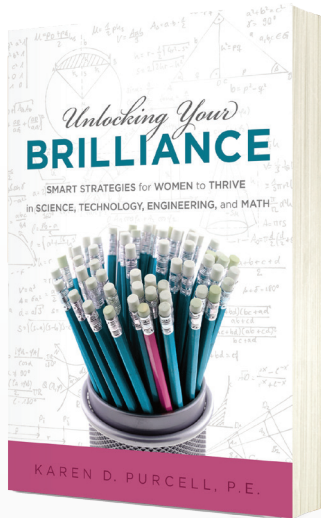
During her journey from engineering student to business owner, Karen has become all too familiar with the disproportionate number of women in engineering and the complex factors that contribute to the gender imbalance. Her desire to support girls and women entering her field led her to pen the book *Unlocking Your Brilliance: Smart Strategies for Women to Thrive in Science, Technology, Engineering, and Math* and to share her knowledge as a highly respected speaker on the topic of women in STEM.

Outside of her work in the business world, Karen is active in her community, where she serves as a Girl Scouts leader, a dedicated supporter of Big Brothers Big Sisters and a half marathoner who runs at least 40 miles per week. She currently resides in Reno, Nevada with her husband and two daughters.



BRIGHTER FUTURES, BETTER LIVES FOR WOMEN IN STEM

Praise & Background for UNLOCKING YOUR BRILLIANCE



“For all the girls and young women who love math and science but are unsure of their abilities, this book will be a treasure.”

—**Gayle Laakmann McDowell**

Author of *The Google Resume: How to Prepare for a Career and Land a Job at Apple, Microsoft, Google, or any Top Tech Company*

“Karen has a clear passion for inspiring women with an interest in the STEM fields. *Unlocking Your Brilliance* is her passion put to the page. I highly recommend it!”

—**Amanda Wixted**

Videogame Programmer and Founder and Owner of Meteor Grove Software

About **PK Electrical**

A leading electrical engineering, design and consulting firm, PK Electrical provides innovative electrical designs for clients in the public and private sectors. Established by Karen Purcell in 1996, the firm now serves 11 states as well as Guam. The company has been honored as a five-time finalist in the “Best Places to Work” campaign and was featured in the 2010 and 2011 Zweig HotFirm lists.

About *Unlocking Your Brilliance*

Tackling an important social issue from a personal perspective, Karen Purcell presents an illuminating resource for empowering women in male-dominated fields. With advice on gaining exposure to the fields early, earning the respect of male colleagues, rising through the ranks to become a leader and balancing a personal life with career pressures, *Unlocking Your Brilliance* is a perfect complement to Karen’s presentation.

About STEMspire

A nonprofit organization founded by Karen Purcell, STEMspire works to support girls and women interested in STEM and help them rise to success by offering education, encouragement, inspiration and financial resources.



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