

Karen Matthews

Award winning business woman & former CEO of Ella Baché

Karen Matthews is an innovative leader, inspirational business woman and engaging keynote speaker. The former CEO of Ella Baché, in 2007 she was recognised as the PWC National Franchise Woman of the Year and in 2004 she was awarded the Telstra NSW Business Woman of the Year. In 2005 she was awarded the PWC NSW Franchise Woman of the Year in recognition of her professional achievements, personal and community achievements, future objectives and leadership. Karen is the proud mother of 2 children – proof that it can all be done if you want it badly enough.



About Karen Matthews:

Karen Matthews has over 22 years experience in national and international retailing, franchising and strategic brand management. She recently resigned after 10 years as CEO of skincare company Ella Baché. Karen is recognized in the business community as an innovative leader with strong operational and strategic skills who operates as she calls it, by an intuitive style of “inside out” leadership – a high energy leader, she walks the talk, fights to the death for what she believes in and has a personal mantra to “inspire people to be the best that they can be”.

Karen’s proudest professional achievements include launching Australia’s first skincare franchise model with Ella Baché in 2002, as well as steering Ella Baché (a 50yr old family owned business), through a time of significant change and re-engineering from 2002 to 2008.

At the time Karen resigned from Ella Baché she could tick off a list of achievements that include delivering brand recognition, financial health, market penetration, values based leadership, a flexible yet focused strategic plan and a company and culture, considered by many to be “best practice”.

Prior to her Ella Baché career, Karen held a GM position with FJ Benjamin Fashions where she “cut her teeth” in licensing, product development and family business. Prior to that, Karen held a number of buying and marketing roles within the Myer Grace Bros group – her introduction to retailing.

Karen Matthews talks about:

Karen regularly consults and speaks on Leadership, Leading & Managing Change, Strategic brand management, Franchising, Marketing for Success in Small Business. Her style is down to earth

and full of real life stories and tips to take back into your business and personal lives to implement “tomorrow”.

Karen is available for conference speaking, keynotes, workshop facilitation or 1:1/small team mentoring & coaching - with “tailor made” solutions & presentations to meet any brief. She loves what she does and would like to think she can inspire anyone to believe in themselves.

Client testimonials

“ Karen was a particularly good choice for this market as she is so down to earth and approachable which allowed the audience to relate to her more than some other 'CEO's'. Her presentation was lively and informative and gave the audience some really good tips - they were all madly scribbling notes, which was a very good sign!

- *Westpac Banking Corporation*

“ Karen delivered an engaging presentation that the delegates could wrap their arms around. She delivered her talk through the perspective of a theme that allowed the attendees to go on a personal journey of goal setting. She used her experiences with a well-known brand to connect with the audience.

- *Gladstone Engineering Alliance*

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