

# PEOPLE OF ACTION

## Karen Hung

Founder and CEO, Silver Rock Consulting

Member since 2012

Karen Hung is an exceptional catalyst for companies and organizations as they create and implement transformative growth strategies to compete globally. Silver Rock's client base is diverse including large health care systems to international manufacturing firms, financial services, and mid-market distributors. The firm has helped clients navigate diversification strategies and new business models to brand positioning. The Silver Rock core team includes strategists in Chicago, St. Louis, North Carolina, Washington D.C. and, of course, Karen in Milwaukee. The team works together to sift through complex information and go-forward vision to synthesize what's relevant and lead decision-makers to a comprehensive, global approach to seize opportunities.



Karen's abilities and value were publicly recognized when Silver Rock's client Ascension Healthcare Wisconsin, asked her to serve on their Market Board of Directors, a rare honor when a client asks a consultant to serve on its Board.

The name Silver Rock explains Karen's consulting concept. "Rock", of course, can describe an enterprise's core such as vision, mission/values/cultural compass, and heritage. Contrast the Rock with Silver. Silver needs to go through transformation for it to become a precious metal. Thus, Silver Rock is the juxtaposition and arc for new, transformative direction and mindset.



Prior to founding Silver Rock, Karen held C-level marketing, strategy and innovation roles at Lands End, GE, Ann Taylor, Citigroup and Direct Supply.

She worked in the Northeast Corridor including the New York metro area for nearly 15 years before moving to Milwaukee about 11 years ago to become Direct Supply's first Chief Marketing Officer.

Karen earned a BA in Psychology from Washington University, St. Louis, and an MBA from Harvard Business School. She is married to Bob Coletti, also an entrepreneur business owner. They have a 9-year-old son.

This enterprising, articulate and active contributor serves on several Boards of Directors, including:

KeHE – multi-billion dollar, national food distributor with 16 sites across the US

- Florence Eiseman – an upscale, children’s apparel brand and company
- Ascension Healthcare of Wisconsin
- Harvard Business School Club of Wisconsin – Immediate Past President
- Junior Achievement of Wisconsin – Executive Committee
- Milwaukee Symphony Orchestra – Executive Committee, Governance Chair
- Milwaukee Women, Inc., - Governance and Membership co-Chair



and the Rotary Club of Milwaukee.

In addition, Karen was a former adjunct Professor of Entrepreneurship and of Leadership at the University of Wisconsin-Lubar School of Business.

Karen has earned numerous prestigious personal and professional recognitions including being named a 2021 Women of Influence, 2021 Notable Women on Boards, 2019 Milwaukee Magazine Woman of Distinction.

What does this human dynamo do with her spare time if she has any? Karen’s purpose and moral fiber is rooted in her Christian faith. She really loves people and leadership. She believes business can do a great deal for the world. She loves being with her family and watching and helping her son grow. Contributing to the fabric of the community is important to Karen.

Karen joined the Rotary Club of Milwaukee as she admires and values its spirit of serving.

“RCM is a wonderful organization. We can make a significant impact through the work we do and the partnerships we develop. Our contribution can be a multiplier and mobilizer. Through collaboration, we can do more to make the world a better place, address complex scenarios, and create more of an enduring impact. I am humbled to serve alongside so many Rotarians with big hearts and minds.”

Rotarians will soon see Karen as the Rotary Club of Milwaukee’s 2022-23 President. She will make a difference; it is in her DNA!

**Editor’s Note:** *Rotary People of Action* is a bi-monthly series written by a group of Rotarians. This feature was written by Barbara Velez.

