

# BIOGRAPHY



## KARUNA RAWAL

Karuna Rawal is an accomplished C-suite executive and visionary leader with an exceptional track record of building iconic brands, scaling disruptive innovations, and driving transformative growth across diverse consumer-driven industries.

As a dynamic strategist and inspiring operator, Karuna brings a rare combination of business acumen, creative intuition, and global perspective that has consistently delivered extraordinary results for some of the world's most respected organizations.

At Nature's Fynd, she helped commercialize a pre-revenue startup with a nascent fermentation technology into a category-defining brand and helped secure \$450M+ in funding, achieving a unicorn valuation exceeding \$1 billion.

Previously, at Publicis Groupe and Procter & Gamble, she led global brand revitalizations and award-winning campaigns delivering double-digit growth. Beyond her corporate achievements, Karuna actively contributes to strategic boards and advisory roles, including UNICEF Midwest, Lurie Children's Hospital, Naturally Chicago Network, and Tilia Holdings Food Collaboratory.

As a founding member of Chief Chicago and an angel investor/advisor to emerging ventures, she is dedicated to developing leadership talent and fostering cultures built on accountability and performance.

With an MBA from Kellogg and a BS from Wharton, Karuna combines strategic brand building and operational rigor to drive rapid scale and value creation.