

Karen Ruedisueli, Government Relations Deputy Director

Karen Ruedisueli joined the National Military Family Association as a Deputy Director of Government Relations in May, 2013. In her role, she conducts research, monitors issues, and advocates for families of the uniformed services. Karen's focus is on military family health care, including the direct care system, TRICARE, and behavioral health care. In this capacity, she represents the Association on The Military Coalition's (TMC) Health Care Committee. Karen also handles issues related to wounded warriors and caregivers, suicide prevention, child and domestic abuse, and military sexual trauma.

A graduate of the University of Michigan, Karen previously worked as a marketing professional and management consultant. She has extensive experience in market research, brand strategy, and new product/service development. Karen has helped clients such as Sara Lee, Frito-Lay, General Mills and the *Chicago Tribune* assess the effectiveness of their marketing initiatives and develop new product and brand strategies. She has also been a guest lecturer at Northwestern University's Kellogg Graduate School of Management on the topic of brand-based innovation.

As an Army spouse, Karen has had extensive volunteer experience identifying and resolving military family issues. She was an active member of the Family Readiness Group (FRG) and served as a Battery level FRG Leader during the unit's train up and deployment to Afghanistan. She also served as the Co-Director of Research for Blue Star Families and led the development and analysis of their first Military Family Lifestyle Survey. Karen has lived at Fort Sill, MCB Quantico, Fort Drum and Fort Leavenworth. She and her husband, MAJ G. Kurt Ruedisueli, currently reside in the Washington D.C. metro area with their two children.